Creative Footwear

Incorporating THE SHOE STYLE DIGEST

MAR 1 6 1939

OHIO TAN FIESTA CALF

March 1939

In 1864, the fastest means of communication between America and England was the side-wheel "steamer-packet"—a hybrid vessel, part steam, part sail.

While side-wheelers carried the *'fast mail'*-

Before the first trans-Atlantic cable had been laid in 1866 and while men must wait weeks for messages to cross the ocean, a young man in the town of Derby, England, was weaving shoe goring. Already proficient in the art of weaving broad silks, in the year 1864 twenty-year-old Thomas Taylor was preparing himself in the mastery of loom management, loom designing, later loom construction, and finally the establishment in America of the business which bears his name today.

This year is the diamond jubilee for Thomas Taylor. Seventy-five years of ever broadening experience in the weaving of superior shoe goring have gone into the famous SHUGOR of today!

THOMAS TAYLOR AND SONS
INCORPORATED

HUDSON, MASSACHUSETTS

COPR. 1939. THOMAS TAYLOR & SONS, INC.

1864 DIAMOND JUBILEE 1939 Reinforced Edge SHUGOR SINCE 1864 TAYLORED-TO-FIT

Quality Leathers

HUNT-RANKIN
LEATHER CO.

On Display

AT THE
WALDORF-ASTORIA
NEW YORK

During the
TANNERS'
COUNCIL
EXHIBIT

BOOTH 24

BUCKO CALF
Non-crocking with deep, rich pile.
White, Black and all popular colors.

VELVETTA SUEDE CALF
Non-crocking
White, Black and all popular colors.

INFANTA RUSSIA CALF
A new tannage and finish of light weight calf leather. All popular colors, Black and White.

VELVETTA KAFBUC
White Suede Calf

SOFTONA CALF
Black, White and Colors for pouch bags.

Made only by the HUNT-RANKIN LEATHER COMPANY *of Boston*

Creative footwear

Incorporating THE SHOE STYLE DIGEST

HAROLD R. QUIMBY, *Editor* ELIZABETH AMBROSE, *Women's Fashion Editor* ARTHUR RILEY, *Men's Fashion Editor*

Member of CCA (Controlled Circulation Audit)

FEATURING THIS MONTH

MARCH, 1939

WHAT ABOUT WHITES Page 16

All reports from the South indicate that women, as usual, are demanding white shoes for hot weather. From a practical standpoint the volume on white shoes should be as great or greater than last year . . . and we give you the reasons why in a short, concise, yet truly interesting manner.

THE COLORED SHOE Page 18

Look for plenty of color in shoes this year—from the japonicas and cranberrys of spring, to bright candy-striped linens for summer. Never has there been such a rainbow of tones from which to select.

THE COOL DARK SHOE Page 19

There's a new idea in dark shoes that shouldn't be overlooked. It consists of three shades of brightly colored stripping as trimming on black. Neat, natty, and novel . . . and it makes dark shoes smart for city wear.

WOOD, CORK AND LEATHER Page 20

Wood soles are not news and neither are cork soles. But when the uppers of wood bottomed shoes are treated differently, and when cork soles are bigger and thicker, then we've new items that are worth talking about.

THE RICHEST MAN IN THE CEMETERY Page 22

Be not alarmed, we are not talking or writing about final resting places, but are giving you a little story that our correspondent picked up in his travels. It has a swell climax that you, too, if you know your man, can use to good advantage.

PROMOTION FOR APRIL Page 25

Creative Footwear suggests the dark shoe with triple color trimming as an ideal promotion for the month of April. Why? Women will wear dark suits this spring, and we believe they'll throw pretty colors into blouses, veils, gloves, flowers. It is but natural that triple color trimmed shoes will receive the same attention.

SHOES IN GAMES AND SPORTS Page 28

The origin of most games and sports may be traced to the early kings and members of their respective families who devoted a great deal of their leisure time—between wars—to various indoor and outdoor sports. We give the history of several of these games.

FRONT COVER

Ohio Fiesta Tan Calf

FIESTA TAN — an exclusive color origination by Ohio — the newest and most beautiful color in the wide galaxy of springtime shades—adds a new note of contrast and flattery to smartly fashioned costumes. This exquisite color is styled in shoes from the casual street types to the informal dressy types in both all-over effects and also as a treatment on white shoes as depicted on front cover.

FIESTA TAN is available in all of our newest prints . . . Racer Grain, Baby Alligator and Chamela. (See page 51.) Ohio Leather Co., Headquarters, Girard, O.

AND MANY OTHER INTERESTING AND AUTHORITATIVE FASHION STORIES.

Creative FOOTWEAR, Incorporating The Shoe Style Digest. Volume 17, No. 3. Published monthly by the Brown, Lockwood & Davenport Co., 210 Lincoln Street, Boston, Mass. Acceptance under the act of June 5, 1934, authorized April 2, 1938. Editorial and Executive offices, 210 Lincoln Street, Boston, Mass. Printed in U. S. A. J. G. Brown, President and Treasurer; A. C. Davenport and E. A. Brown, Vice-Presidents; Directors of corporation in addition to previously mentioned officers, Matthew Brown, Fred A. Collier, Warren A. Higgins, Arthur D. Knight, and Harold R. Quimby. Branch Offices, Philip Melhado, 130 No. Wells Street, Chicago; E. A. Brown and J. J. Moran, Room 809, Marbridge Building, 47 W. 34th Street, New York City; S. B. Koons, 327 Arch Street, Philadelphia, Penn.; Harry A. Chase, 121 Powers Bldg., 16 Main St. W., Rochester, New York; J. B. Tratsart, 93-97 Regent Street, London, W. I.; 47 Rue de l'Université, Paris, France.

MAY 16 1939
U. S. PATENT OFFICE

TOWN LOUNGERS

fashioned in colorful

SOFT AND GLOVE LIKE **AMAZON** LEATHER

THE WORLD'S FAIR LEATHER

Here's the Smartest Versatile Sport Shoe of the year. Extremely light, with maximum flexibility and comfort.

Correctly styled to harmonize with the latest colorful apparel for sports and town wear, it is making history wherever shown by key retailers from the Golden Gate to New York City.

Fashioned in AMAZON the "World's Fair Leather," soft and glove-like in feel and appearance with vivid authentic colors.

Retailers featuring the TOWN LOUNGER can count on a successful sport shoe season.

STYLED IN THE FOLLOWING COLORS

DEAUVILLE GREEN
★
NEWPORT BLUE
★
WESTPORT BROWN
★
MALIBU SAND

C. H. ALDEN SHOE COMPANY

BROCKTON MASSACHUSETTS

Today's Junior Miss likes Style as well as "SWING"... show her shoes of TANDRITE CALF

Kali-sten-iks

A popular "Kali-sten-iks" model, No. 5057, made by The Gilbert Shoe Co., Thiensville, Wis. Hubschman's Tandrite Calf No. 971.

And You'll Win Her Admiration and Patronage!

The modern Miss is as much interested in looking modish as her mother . . . to her, style in footwear is a very real thing! And that's why she "goes for" footwear of Tandrite Calf—the leather which compliments her growing foot. The reasons for Tandrite's popularity are . . . Tandrite's colors, which lead the Fashion Parade all-ways . . . fine grain . . . pliability . . . tightness of break . . . exquisite finish, at its highest in Tandrite . . . and beautiful lustre.

Look forward to tomorrow's business . . . the Junior Miss of today is the discerning woman customer of tomorrow . . . show her shoes of TANDRITE CALF!

E. HUBSCHMAN & SONS INC., PHILADELPHIA

TANNERS OF FINE CALF LEATHERS

GENUINE VAMOS STRETCHABLE LEATHERS NOW EASILY IDENTIFIABLE

For the protection of manufacturers and dealers, all Vamos stretchable leathers and fabrics can hereafter be readily identified by the words "VAMOS LASTEX," which will be printed at frequent spaces on the backing material. This step is the first of a series we are taking in the interests of our customers and distributors, to protect them against imitations and misrepresentation.

The enormous success during the past year of shoes made with Vamos stretchable leathers and fabrics, has brought the usual result of imitation. Materials of little or no value are being offered on the market. In most cases such materials were not properly constructed for shoe purposes, with the result that shoes made with them were poor in quality, badly fitting and frequently causing discomfort to the wearers through pinching, burning and binding.

Frequently the shoe manufacturer was misled into buying such imitations through misrepresentation, and the same misrepresentation was carried on to the dealer who was unable by simple examination to determine whether a shoe was made with genuine Vamos materials or not. By the method we have now adopted, both the manufacturer and the dealer can tell at a glance whether the material or the shoe he is offered is made with genuine Vamos materials or not.

Alfred Vamos is the inventor of the Vamos process for elasticizing leathers and fabrics by means of "Lastex," and is the sole authorized distributor.

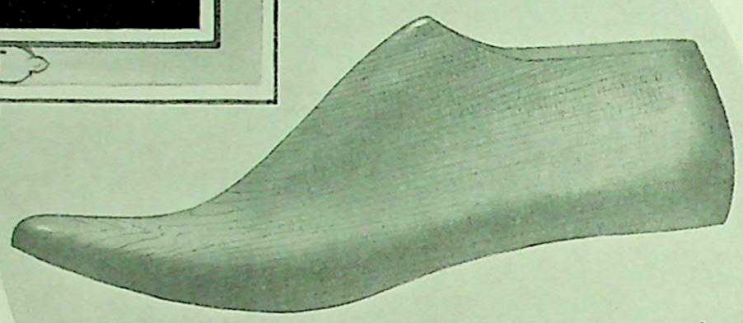
ALFRED VAMOS

SUITE 406-412 MARBRIDGE BUILDING

47 WEST 34th STREET **NEW YORK CITY**

410 NORTH 23rd STREET **ST. LOUIS, MO.**

An Original Masterpiece

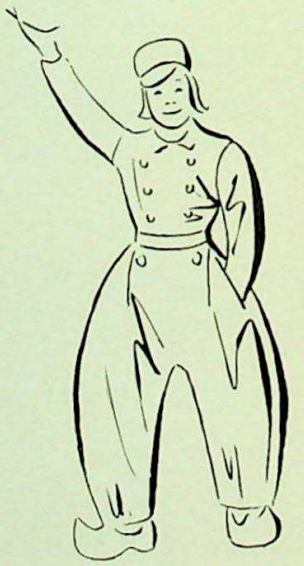


The AMSTERDAM

The AMSTERDAM like REMBRANDT was the original model on the now sensationally popular Dutch last.

United Last Company model makers have established a reputation for creating Masterpieces in wood that reach popular and practical acceptance.

Shoes over this last in street, spectator sport and golf types offer a maximum in style and comfort and lend a wide variety of patterns with definite consumer appeal.



Ask Your Manufacturer for The AMSTERDAM

UNITED LAST COMPANY

56 Cherry St. BROCKTON BRANCH Brockton, Mass.

Ramsey

THE SPIRIT OF ACCOMPLISHMENT CARRIES ON

The spirit of accomplishment so vividly exemplified for more than thirty-two years by Edward J. Ramsey, our esteemed late president, will be carried on in the same trustworthy manner as here-to-fore. For nearly a third of a century the sterling character and qualities possessed by Mr. Ramsey, Sr. were directly responsible for the tremendous growth and enviable reputation which this company has enjoyed throughout the years. This organization is, today, steeped with a righteous zealousness to retain and maintain the integrity and goodwill which was built through the years by an outstanding leader whose every action and effort was dedicated to the perfection of merchandise worthy of the name Ramsey. To all of our many friends throughout the industry I pledge a continuance of the same sound business principles and policies. The spirit of accomplishment will carry on.

Edward J. Ramsey

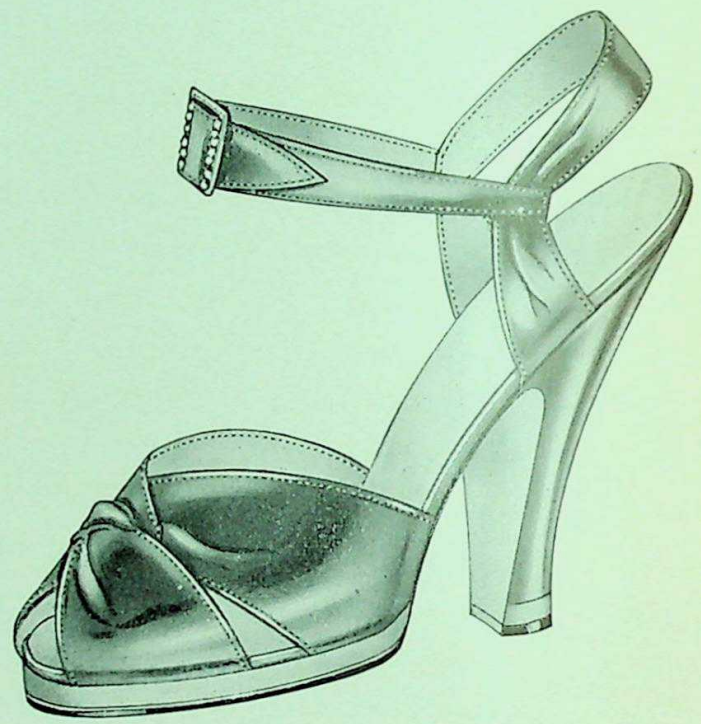
PRESIDENT

★ ★ ★ ★ Ramsey's "They Cannot Rip" PATENTED ★ ★ ★ ★

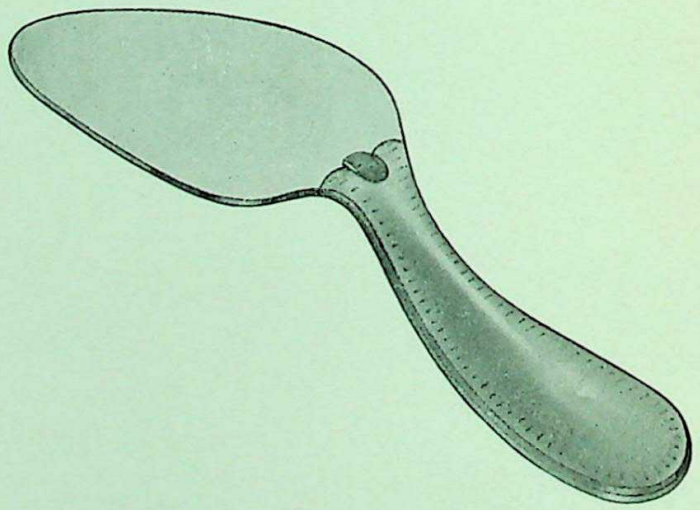
347 RIDER AVE., NEW YORK CITY

Why UNISHANK ?

Two decades ago fashionable shoes for women had plump outsoles and insoles and three square feet of uppers to the pair. A light piece of steel was shank enough.



Today's modes are lighter, smarter, and skeletonized. Greatly increased strength in the shank is essential. UNISHANK — a perfectly moulded unit — insole, steel, and reinforcer — gives exactly the added support required.



UNITED SHOE MACHINERY CORPORATION

BOSTON, MASSACHUSETTS

Born of a Great Exposition
Color Comes to Life in

Maracain Muraltones

THE New York World's Fair of 1939 and 1940 is pointed toward the future—a brilliant, vibrant future, studded with color. New Castle has caught this spirit in Maracain, our all-day, all-year crushed kid leather of the future, and in Muraltones, seven exotic new World's Fair-inspired colors.

1020—Carbon Blue
1610—Sunset Rose
635—Tile Beige
1325—Cerulean Blue
159—Lime Yellow
1375—Whitestone Blue
158—Golden Sun

GLAZED KID COLORS ARE ALSO AVAILABLE TO MATCH MARACAIN MURALTONES

New Castle Division Allied Kid Company

100 Gold Street, New York City

NEW CASTLE KID

- **UNRESTRICTED SELECTION OF PLATFORM MATERIALS —**

  Platform materials can be selected for cost, flexibility, resiliency, edge character and weight.

- **SECURE SOLE FASTENING —**

  Both platform and outsole are fastened to the shoe by the single operation of sole stitching.

- **MAXIMUM FLEXIBILITY —**

  An inherent factor in the lockstitch method of sole attaching.

- **ECONOMY IN MATERIALS —**

  In selecting platform materials and widths of bindings definite economies are possible.

- **EASE OF MANUFACTURE —**

  No necessity for special and expensive operations.

All the items described above are outstanding advantages to manufacturers who are making platform or beaded welt shoes using the

USMC SOLE STITCHING MACHINE — MODEL C

UNITED SHOE MACHINERY CORPORATION

BOSTON, MASSACHUSETTS

"Archie, dear! I have just heard the most exciting news! All the pretty new fall colors of Rosebay Willow Calf will be on display at the Tanners' Council Show at the Waldorf Astoria. You simply must get me a ticket!"

Whether they walk or ride, work or play, participate or merely watch, ladies everywhere are turning more and more to the sterling qualities of Rosebay Willow Calf. Its attractive appearance, its beautiful colors, its snug-fitting comfort, its ability to stand up under long, hard wear, and, perhaps above all, its non-scuffing characteristics make it the ideal leather for ladies' footwear — the leather of Lasting Newness.

Our complete line of style leathers for Fall, 1939, including Princess Calf, Cadet Patent, Ooze Calf, Royal Calf, Willow Calf, White Buck, Empire Sides, Amerigrain Elk, and Willow Bag Calf, will be on display at the Tanners' Council Exhibit, Waldorf-Astoria, New York, March 27 and 28.

at Booth 50

American HIDE AND LEATHER COMPANY Boston

BECKWITH soft BOX TOES

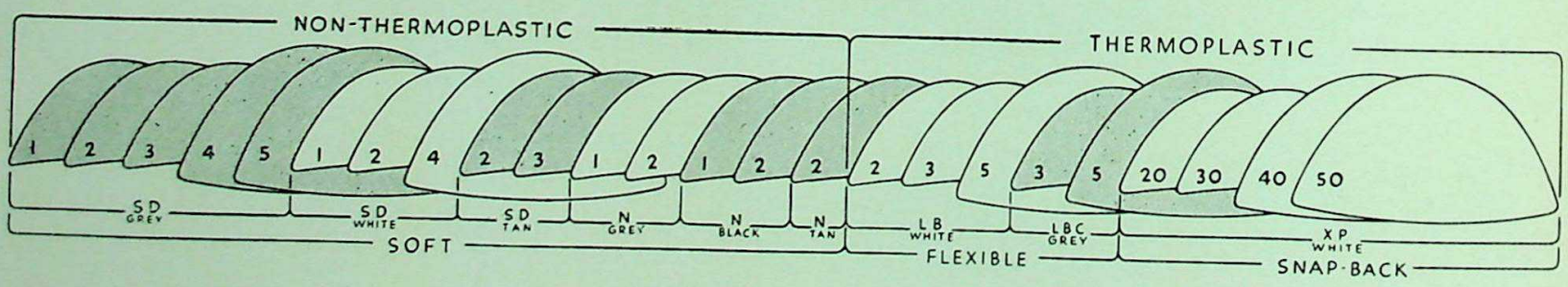
24 *types and weights of* Soft BOX TOES *for every* 'Softie' *requirement*

Study the chart at the foot of the page. Examine the variety of weights available in the four basic types of Beckwith soft box toes. Fifteen individual gauges in the non-thermoplastic group, in two material types, cover every weight specification for *springy* softness. This group, cemented into the vamp construction either in the fitting-room or at pulling-over, requires no conditioning at toe operations. The felted SD type, in black, white, or tan, is the trade standard for *springy* soft results. Uniform, durable, and easily manipulated, SD produces trim finished toes with minimum effort. The N materials, made for the less expensive shoe grades, are top value in their class. Made under SD standards, they are extremely uniform and remarkably strong; ideal for either *light* soft toes or as toe foundations *behind the open toe*. Made in women's weights only in grey, black, and tan.

In the thermoplastic bracket, the cork compounded LB, in five weights of grey and white, is used for *semi-flexible* results. Applied to vapor*, LB becomes fully extensible for simple speedy toe lasting. The patented and newly released XP line, made in four weights of white only, and featuring a *snap-back* resilience, is recommended for quality shoes where light gauge, permanence, and liveliness are desired. XP bed-lasts best if slightly vaporized. All Beckwith soft toes perforate cleanly.

Write for samples, selecting your toe type and weight from the chart. Material weight numerals, running left to right, indicate light to heavy weights accordingly. Enclose paper patterns of desired sizes.

*Beckwith conditioning machines supplied to users of our products without charge.



BECKWITH MANUFACTURING CO.

DOVER, NEW HAMPSHIRE

SHERBROOKE, QUEBEC CANADA

MILWAUKEE, WISCONSIN

AGENTS: GEO. A. SPRINGMEIER CO., CINCINNATI, OHIO

WRIGHT GUHMAN CO. ST. LOUIS, MO.

YES, SIR, HE'S OUR BABY

YES, SIR, Creative Footwear is our baby and we are mighty proud of him. This bouncing little rascal, who reaches his first birthday next month, has won the hearts of thousands of keen shoe retailers throughout the country. Naturally, he is growing in a strong and sturdy manner because he is being brought up on fashion—the very nectar and life blood of the shoe business. Keeps as busy as a little bee spreading the gospel of good shoes and good merchandising, and you'll find his big broad smile in thousands of stores throughout the land. Gordon Evans, of Lewis Reilly, Inc., Scranton, Pa., calls him, "The Life of the Industry," a phrase which we think so good and so interpretative of what he represents that we are not a bit backward in giving full credit where it belongs. Thanks, Mr. Evans, we appreciate your words of wisdom. From now on our baby will be known as "The Life of the Industry."

But to get back to this little urchin. He's been playing host to you and yours for twelve long months, and throughout that long period of time has never asked a single thin dime for the countless innovations and suggestions, valuable ideas and fashion notes he has brought to you. And what is more you will never receive a subscription bill to help keep this youngster in three cornered pantaloons and safety pins; yet, month after month, he will continue to come to your store, continue to bring to you all of the latest developments in the shoe and leather business. Don't you want to take time off for just a minute to wish our baby, and your baby, a happy birthday. He'd appreciate it. Just so you won't have to look it up, his name and address—Creative Footwear, 210 Lincoln Street, Boston, Mass.

Harold R. Quimby, Editor

WHAT ABOUT WHITE

THAT'S the question of the moment. Does the interest in color, in wheat shades, in open dark shoes for town, mean a poor white season?

Creative Footwear doesn't think so. All reports from the South indicate that women, as usual, are demanding white shoes for hot weather. They're wearing some brightly colored shoes, a fair amount of wheat, but, by and large, it's white. And this probably means that once summer weather begins, white will be the backbone of northern business.

From a fashion angle, the volume on white shoes should be slightly less than it was last year, because of the interest in light colors and wheat. From a practical standpoint it should be as great or greater, because last spring was one of the coldest and wettest on record, and a great many retailers marked down their white shoes before any sensible woman would have dreamed of wearing them. Dandy for the customer, but not so good for the merchant!

Creative Footwear has been hearing a good deal of talk about such shades as Fresh Earth and Caramel or Taffy as "cutters-in" in the white business. We don't believe it—we think that they'll cut in on tan shoes. And we think so because we can't imagine any woman in her sober senses buying a shoe wardrobe that would consist of:

A dark shoe—Navy or Black
A medium shoe—Japonica or Darker Tans, or Cranberry
A lightish shoe—Fresh Earth or Caramel

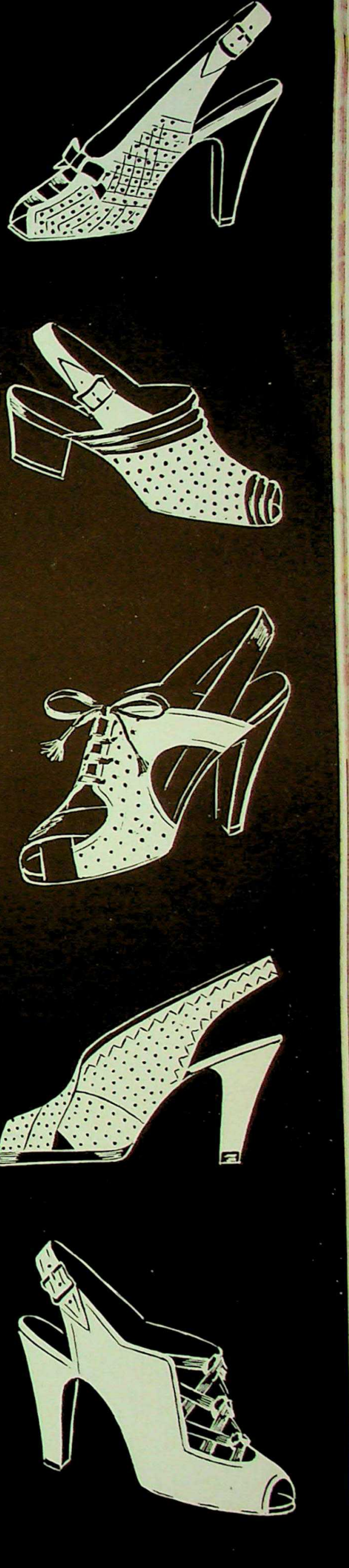
Instead of

A dark shoe—Navy or Black
A colored shoe—Japonica, Cranberry, Fresh Earth or Caramel (or perhaps bright red)
A white shoe.

So we believe in a perfectly good, sound white business,—not tremendous, but solid, both on all-white shoes and on white shoes trimmed with color.

All-white shoes on opposite page, top to bottom, (1) *White perforated pig grain* sandal — Carlisle Shoe Company; (2) *White mesh open-toed* pump — Schwartz & Benjamin; (3) *White linen* sandal with stitched pleats on the vamp — Frank Sbicca; (4) *White buck open-heel oxford*, perforated all over, with grooved leather heel—Grossman's Shoes; (5) *White kid* in a graceful draped sandal — a novel treatment.

White-With-Color shoes, this page, top to bottom, (1) *White with "Fresh Earth"*—white pig grain open-heeled pump, bands of "Fresh Earth" on vamp, Fresh Earth heel by Carlisle Shoe Co. (2) *White with Japonica*—white buck open-heeled "flat" with triple cording of Japonica calf outlining throat and open toe by La Valle Inc. (3) *White with Caramel*—white suede sandal oxford with bandings of caramel calf and caramel heel by Carlisle Shoe Co. (4) *White with Parisian Blue*—white suede elasticized pump with Parisian blue platform by Newton Elkin. (5) *White with Triple Color*—white kid open-heeled, open-toed step-in with strippings of blue, green and cyclamen knotted across the vamp by Beker & Friedman.

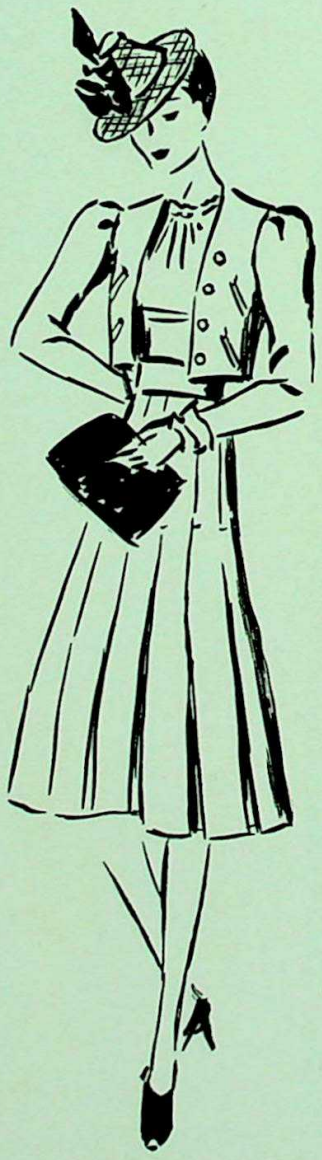


THE COLORED SHOE

PLENTY of color in shoes this year — from the japonicas and cranberrys of spring, to bright candy-striped linens for summer. Here are some of the most important. CREATIVE FOOTWEAR believes that the best thing a store can do is pick its own colors for special promotion and stick to them — the number depending on the size of the store.

Above, left to right, top row, (1) *Japonica and Toast Beige* combined by Higbee-La Valle in an open-toed calf pump with suede overlaid vamp and quarter. A combination to carry into late spring. (2) *Multi-Colored Mesh* in white, green and red, featured by Carlisle. CREATIVE FOOTWEAR believes that multi-colored shoes of all types should come in along with the present wave of color, because they're practical for wear with many costumes. (3) *Wheat linen and Caramel calf*, by Carlisle. A selling combination for the summer. Wheat seems certain to mean summer business. Caramel is beginning to sell in all-over shoes, and may carry through to late spring sandals.

Bottom row, left to right, (1) *Multi-Colored Sandal in draped kidskin*, by Delman, combining cyclamen, green and yellow,—very smart for wear with afternoon prints or sheers or cotton evening frocks. Cyclamen is an excellent accent for multi-color combinations, because it crops up over and over again in the prints of the season, and in touches of trimming on summer dresses. The all over cyclamen shoe is a good fashion highlight. (2) *Fresh earth* creation by Samuels Shoe Co. This is one of the new, light, pinky tans that are beginning to sell now, and are expected to carry into late spring. A very chic color and one that will probably cut into japonica and darker tones. (3) *Bright red* (Creative Footwear's own hunch) in an exclusive model by Newton Elkin. The studding is extremely interesting—each stud is threaded with little lines, like a screw. Photo by Ilse Hoffmann.



THE COOL DARK SHOE

WINTER or summer, dark shoes are smart for the city. And this year, manufacturers are presenting dark shoes that are so cool and airy that they should sell straight through the season. Note the new idea of three shades of brightly colored stripping as trimming on black — delightfully smart with dresses of dark sheer fabrics or multi-colored prints.

Below, left to right, top row, (1) Mesh in a heelless open-toed step-in by La Valle. Cool as a breeze. (2) Draped kid, soft, light and flexible, in a heelless, toeless step-in, called "Foldi," from Laird, Schober. A shoe that should carry straight through summer.

Bottom row, left to right, (1) Black suede (very high fashion for summer). Made cool by open heel and toe, and gay by a triple collar of stripping in cyclamen, green and yellow. A charming shoe to wear with almost any print or with a black sheer. From Beker & Friedman. (2) Bands of black suede in an open sandal. Cool because it's open, cool looking because it has a white platform —high fashion for summer. From Palter De Liso. (3) Patent leather in an open sandal. This is the fore runner of a whole race of patent leather sandals, even more open than this, designed to sell through summer. From Palter De Liso. Photo by Ilse Hoffmann.

Above, top row, left to right — (1) *Cork* in a thick rocker bottom sole gives news value to this sandal of red and blue linen from Beachcraft. (2) *Wood* in the rocker bottom sole and an upper of brightly striped crocheted banding by Beachcraft.

Bottom row, left to right — (1) *Wood and leather* — wood for the rocker bottom sole, calf for the upper of this sabot. Note the welt type construction. Beachcraft. (2) *Wood and cork* — wood for the sole, a cork composition for the upper of this beach sandal made by La Nova Footwear, Inc. J. S. Frohman owns the patent for the use of cork uppers in shoes. Photo by Ilse Hoffmann.

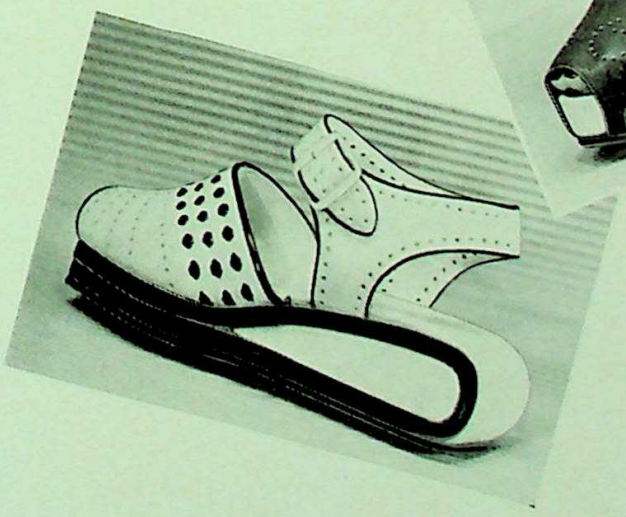
WOOD, CORK AND LEATHER

Did you know that furniture factories had gone into the shoe business? It's a fact. A manufacturer walked into our office the other day flourishing a wooden-soled shoe. "Had this sole made in a furniture factory," he said, "we just tacked on some strips for the upper."

We think that there will be such a clatter of wooden soles all summer that they'll drown out loud-speakers. Anyone will be able to afford them, and they're very gay and smart for beach or campus.

Cork soles are bigger and thicker than ever, and very comfortable because of their lightness. The "Scoops" from Saks, Fifth Avenue, featured in CREATIVE FOOTWEAR last month, which, you'll remember, are hollowed out to fit the foot, have been going great guns. And now there are uppers made of a cork combination.

And yet, no matter what innovations there are, the solid and the basic business comes back to leather—the shoemakers delight, the tried and familiar material of shoes for all time.



To the right, left hand illustration, *Leather and Wood.* Leather for the upper and the double platform sole of Avon's famous "Sled." Wood, leather-covered inside of the heel. This version is developed in white buck and bright blue lacing and sole.

Extreme right, *Leather and wood.* Avon makes a very new shoe with half-hidden platform of wood covered with leather, and an upper of capre kid.

THE RICHEST MAN IN THE CEMETERY

by

ART RILEY

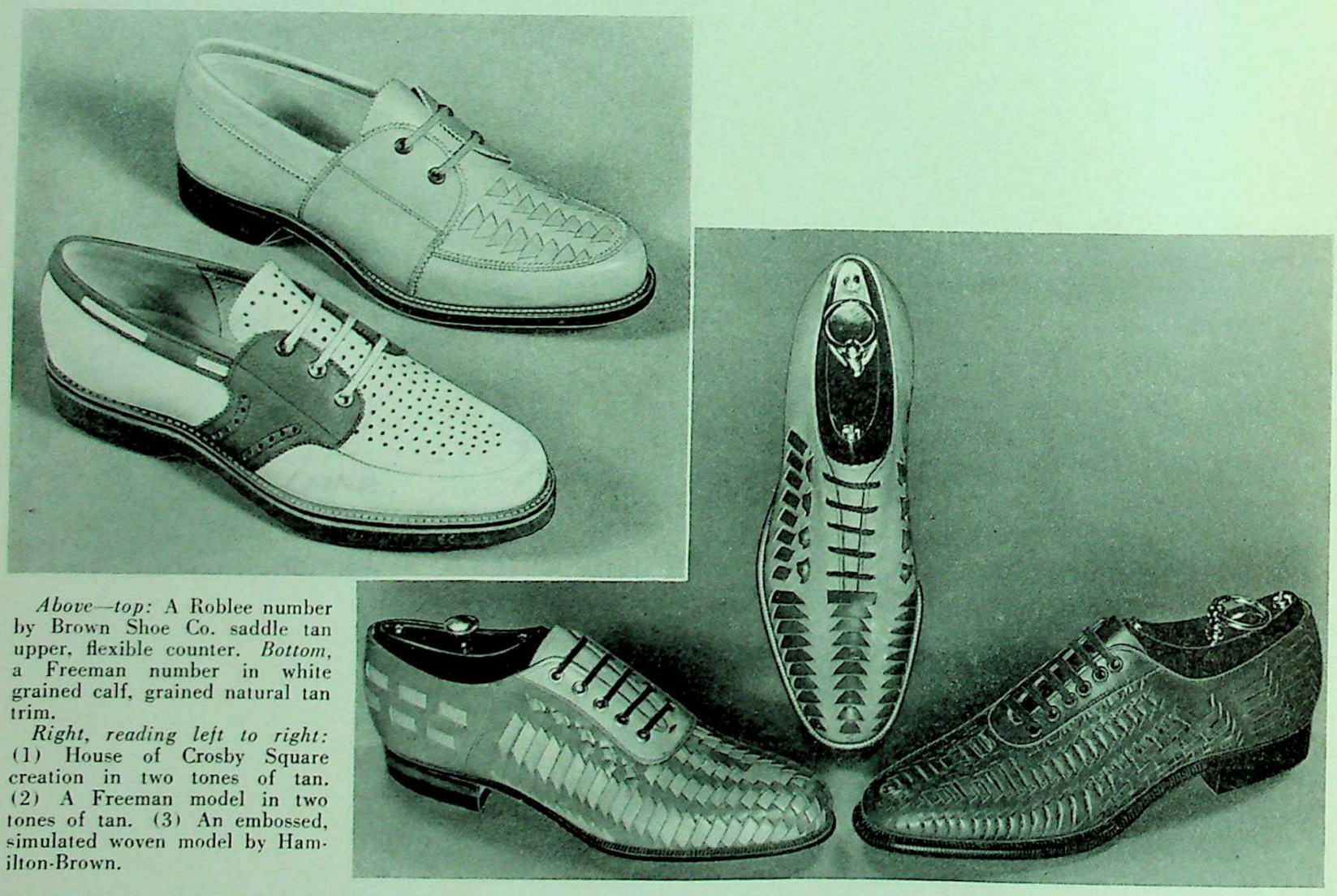
THE HOMBURG — The aristocratic curl-brim hat for the smart town wardrobe.

THE OFF-THE-FACE HAT — As a change from the easy-going snap brim.

A BONA fide story came to my attention the other day that reveals in no uncertain manner how far-reaching fast-moving salesmanship and modern merchandising has, and can be, extended. This story is extremely dangerous by way of application, nevertheless, it serves to illustrate the fact that the expression of a well-chosen thought in the right way and at the proper time is excellent and productive sales strategy.

It seems that the president of a progressive and successful organization, a man in his early sixties, one who had made business his absorbing passion with the result that he never took time for rest, pleasure or recreation, succumbed to the entreaties of his fellow associates and booked up for a Southern cruise.

In preparing for the jaunt he approached his tailor with the idea that he needed some sort of a lightweight suit to wear under a warmer sun. The tailor followed thru and the business man selected one that met his fancy. But the tailor didn't stop there, he went on showing him various other cruise and sports materials, and at the same time, acquainting him with styles and costumes which the



Above—top: A Roblee number by Brown Shoe Co. saddle tan upper, flexible counter. *Bottom,* a Freeman number in white grained calf, grained natural tan trim.

Right, reading left to right: (1) House of Crosby Square creation in two tones of tan. (2) A Freeman model in two tones of tan. (3) An embossed, simulated woven model by Hamilton-Brown.

craftsman knew that his customer would need on the forthcoming trip. The business executive remained adamant. He didn't need these things. Finally, the tailor, who, of course, knew his client over a long period of years, cut in with this one. "What do you want to do—be the richest man in the cemetery?" The tycoon blinked a bit as though stunned by a sudden revelation. Then he chirped, "Think you might have something there, at that!" The net result was that he went in for several suits and costumes for the holiday sojourn. More than this, on his return he called up the tailor and in a jubilant mood expressed his sincere thanks for having made the trip a splendid success.

This sort of treatment used to jog the average run of customers into a buying mood would, without question, be a quick route to business extinction. However, it does serve as a splendid example of the responsiveness of humans to a thought expressed in words that click and spur the latent desires and emotions of the subconscious mind, and then translate them into reality by way of favorable action.

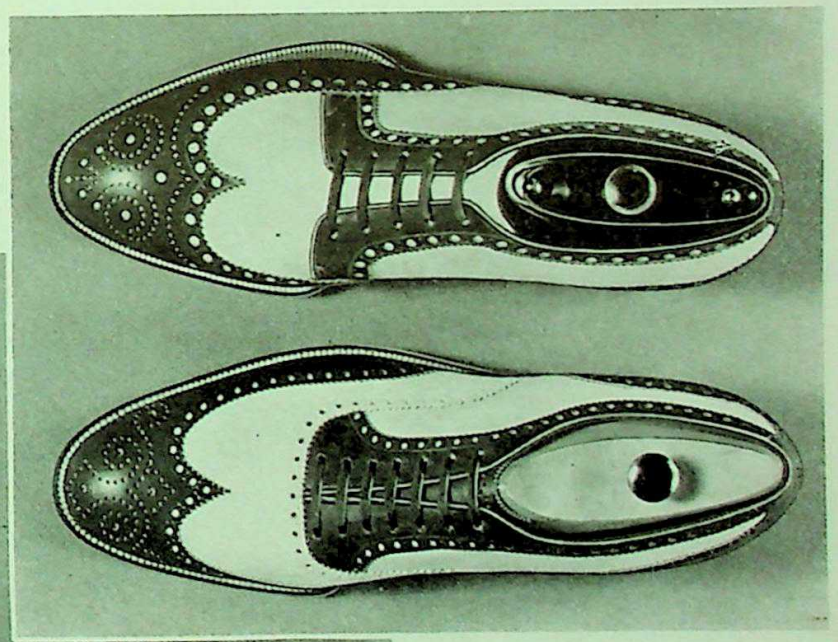
We must always bear in mind that all advertising is based on the emotional side and not from the viewpoint of practicality. It is a well-known fact that if it were to rely on the latter, we wouldn't even get the chance to get up to the bat, let alone the remote hope of making first base.

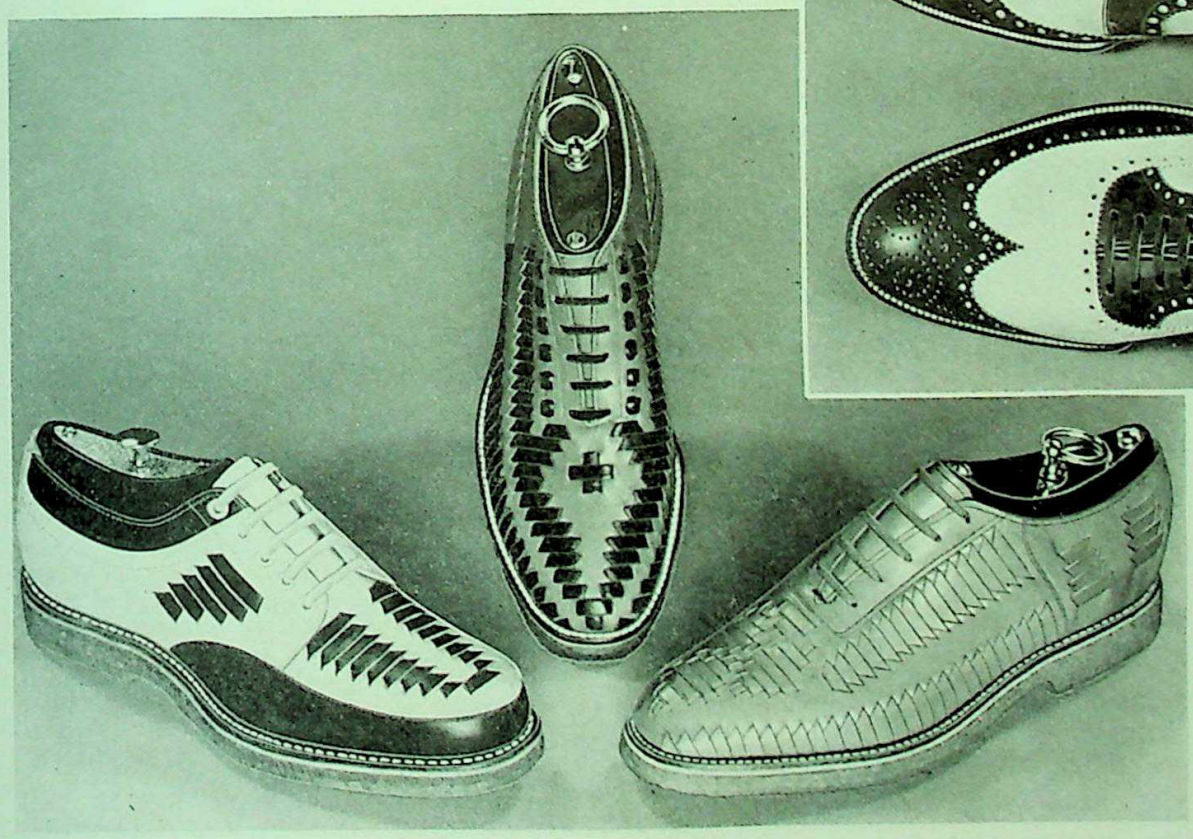
But to get down to a more even keel—I can't stress too strongly the fact that the customer leans heavily upon the retailer for advice, and especially so, from the style angle. You know that full well, yourself! How many times dur-

THE LIGHT-WEIGHT FELT—The between-seasons hat for early Spring and early Fall.

THE SNAP BRIM—One of the most popular types for all-around informal wear.

THE SPORTS HAT—In a wide range of styles for spectator and active sports.





Above—top: A natty tan and white model by Freeman. *Bottom*, a new Allen Edmonds creation in white buck and smooth tan calf.

Left, reading left to right: (1) White and tan woven model by Hamilton-Brown. (2) Dark brown and light tan model by Peters Shoe Co. (3) Winthrop presents an all-over natural tan woven model, crepe sole.

All hats courtesy Hat Style Council, Inc.

THE SEMI-SPORT STRAW—
In a variety of tropical straws, for dog days in town or country

THE PANAMA—A mid-summer change, also correct with summer dinner or mess jacket

ing the course of a day, a week, or a month does the customer turn to you and say—"How does it look?" "Are they wearing much of this sort of thing?" Add to this the many other kindred questioners in search of information and you have a complete view of that important picture the great dependence of the consumer on the dealer. It means added dollars and increased profits, if correctly handled. For instance, it can be pointed out diplomatically that loud striped socks are best left to university students and that small, covering, dignified patterns are best for those in the more sedate realm of business and social activity . . . that collars should be worn well up on the back of the neck and that the top of the collar should extend only about an inch up on the neck and that the best effect is obtained when it doesn't come close together at the top—the wider the opening the better the facial effect.

He can be told, in a very discreet manner, that if the hat about to be purchased is for everyday wear—then the snap brim is the best bet . . . if the individual's business activities require a dignified appearance then the Homburg is the right answer. It might be added here that the hat with an upturn brim is more youthful for the hombre with lines of maturity about the mouth and chin than the snap brim type which lies distinctly in the province of youth.

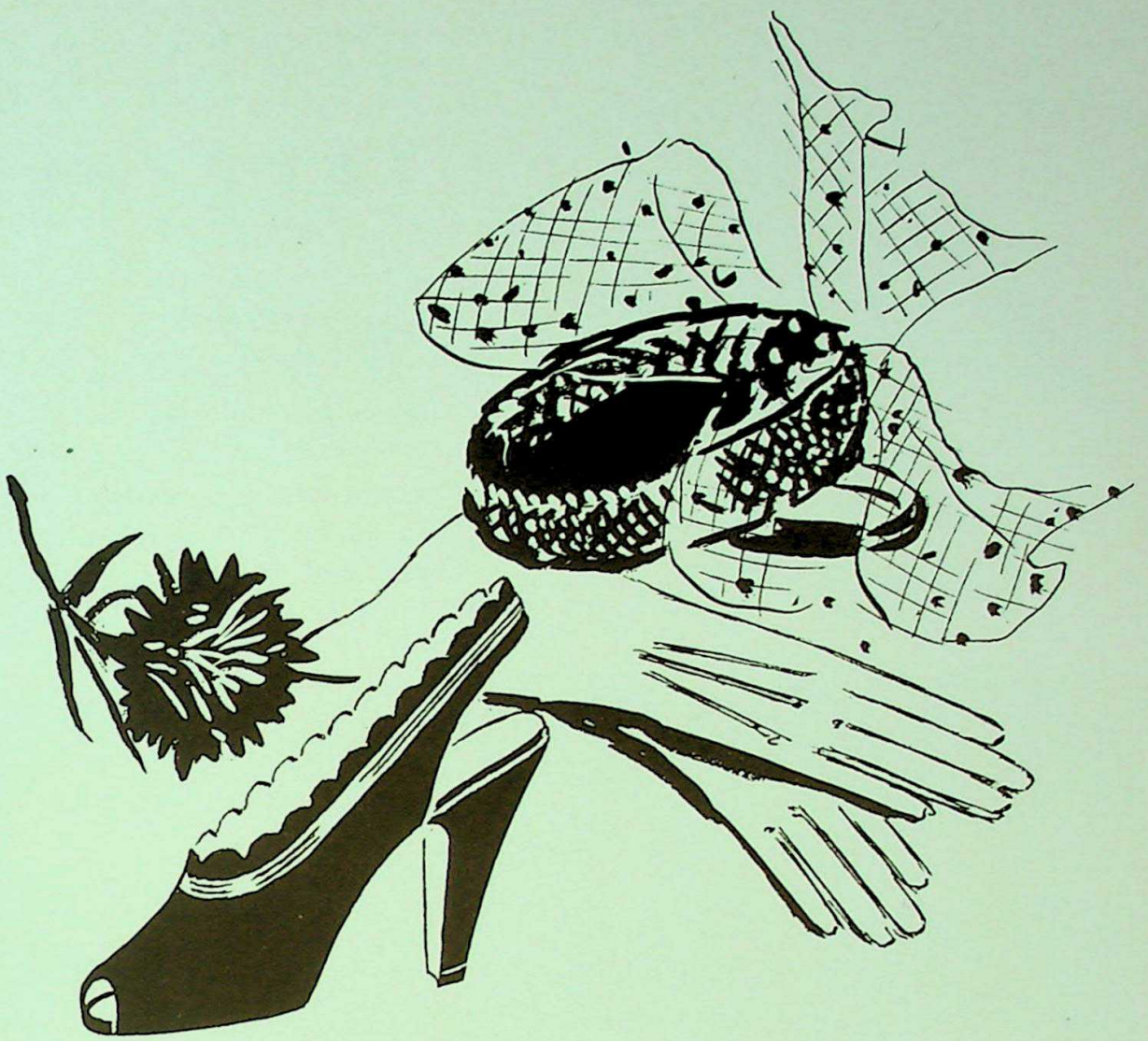
Many an extra hat sale has been made by subtly determining the kind of headgear to be worn by the purchaser of a dinner suit or accessories, and likewise informing the customer that a derby was incorrect and that a black soft felt, silk opera or black homburg make up the authoritative top-pieces for wear with such a garment.

When it comes to color selection of a suit, shirt and neckwear in relationship to the physiog- *(Continued on Page 41)*

THE STRAW SAILOR—In sennit or China-split straw, for warm weather wear in town.

Left, reading top to bottom: (1) Allen Edmonds presents genuine Palm Beach cloth model trimmed with medium shade smooth brown calf. (2) Natural tan trim on white grained vamp, white welt, by Brown Shoe Company. (3) Peters creates a nobby pattern in white and dark grey.

All hats courtesy Hat Style Council, Inc.



Creative Footwear's PROMOTION FOR APRIL

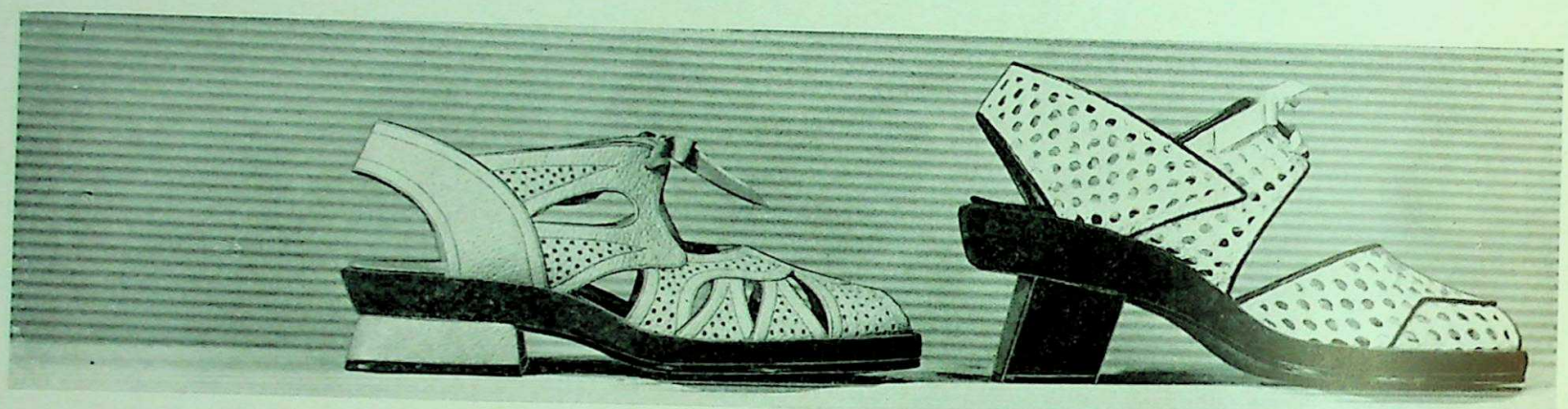
THE DARK SHOE WITH TRIPLE COLOR TRIMMING

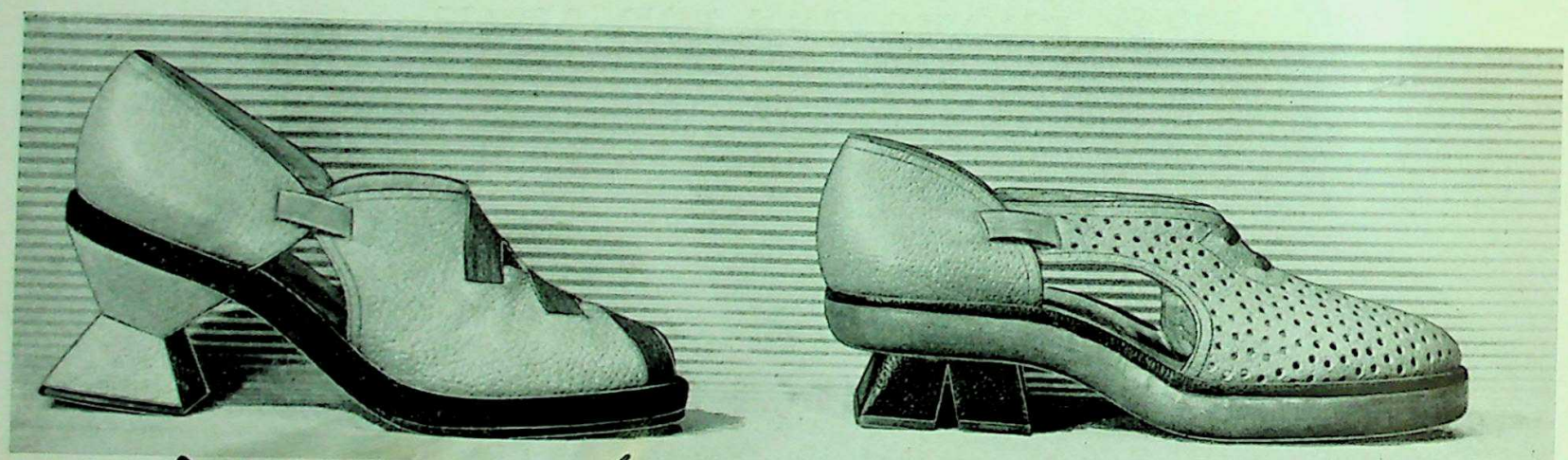
CREATIVE FOOTWEAR believes that women will wear dark suits this spring, and throw all the pretty colors of a flower garden into their blouses, veils, gloves, flowers. And this means a great many dark shoes for Easter, because a strong color accent in the shoe would stage pretty much of a battle with the pastels in the rest of the costume.

But the dark shoe with triple color trimming fits into the picture beautifully. A perfect example is the black pump from Beker and Friedman sketched, trimmed with stripping of cyclamen, yellow and green. Or it might be three pastel shades—pink, blue and lavendar —or red, white and blue. Or anything that's gay, that tends to reflect the flower colors used in millinery. Three colors are more practical than one, because the shoe can be worn with accessories in any one of the colors. The trick is to use the color in small quantities, so that the accent at the foot of the costume won't be blatant, but will nevertheless be news.

HEELS GO ARCHITECTURAL

WITH the New York World's Fair ready to open its doors in less than two months, and the minds of the public more conscious than ever of modern architectural forms, we are tempted to wonder if perhaps Kenneth Keyes found in them some subtle inspiration when he designed the eight heels shown in the accompanying photographs. We

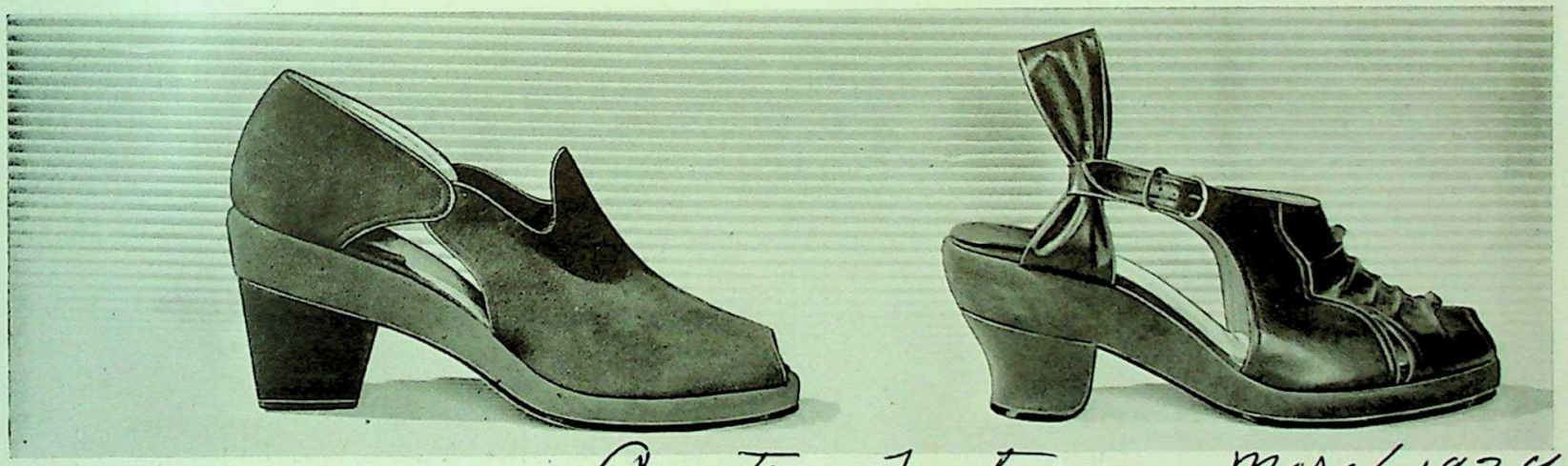




Creative Footwear March 1939

Heels, left to right, top row, (1) Low version of the Pyramid heel on a chalky blue perforated pigskin sandal, with darker blue suede platform by Garside. (2) The Prop heel on a white mesh shoe, with red calf heel and piping, red suede platform, by Avon Shoe Company. Bottom row, (1) Hourglass heel on a pigskin step-in with suede platform. Three shades of blue are used, by Garside. (2) The Split heel and a moulded sole on a perforated pigskin of sand and hunter green.

don't know. We didn't ask him. But we do know that novel heel treatments, both architectural and otherwise, are of ever increasing importance. In the February issue of CREATIVE FOOTWEAR we spotlighted twenty-six types of heels, unattached to shoes. In the photographs on these pages you will note that the shoes all have fairly thick platforms and a definite look of heaviness, of chic "clumsiness." Think about that. With Paris dictating daytime dresses up to seventeen inches off the floor, will there be a trend toward a "heavier" type of shoe to give balance to the whole figure and avoid a poised-for-flight look? Already the heavy wooden clog, thickies, the Dutch Boy type have found enormous favor with women all over the country. What does it indicate for shoes in general? Your guess is as good as ours, but it bears watching.



Creative Footwear March 1939

Heels, left to right, top row, (1) A high version of the Pyramid heel on this navy marocain shoe with red suede platform, by Garside. (2) Cider Jug heel that cups into a shaped platform. Pullover and heel of navy pigskin, platform and imitation lacings of suede.

Bottom row, (1) The Trylon heel is oval at the top, shapes down to a triangular lift. The shoe is Parisian blue suede with a bright red platform. (2) The Baby Doll heel gives a saucy look to this high-front sandal of dark green crushed calf with lighter green suede platform, by Garside. All designs patented by Kenneth Keyes, Photos by Ilse Hoffmann.

SHOES IN GAMES AND SPORTS

by **Nathan Hack**

THE origin of most games and sports may be traced to the early kings and members of their respective families who devoted a great deal of their leisure time — between wars — to various indoor and outdoor sports, among which tennis and hockey lead the list.

Tennis

Tennis owes its present day existence to the early Egyptian and Persian sports minded rulers who indulged in that game some five hundred years before the Christian Era. Government statistics estimate that three to four million Americans played tennis in 1937, and 650,000 paid to see various tennis contests held during that year.

Golf

"The Royal and Ancient game of *Golf*" was the early moniker of today's common everyday game of golf. The crowned heads of England and Scotland who devoted a great deal of their leisure time to this truly healthful outdoor exercise were responsible for the royal name bestowed upon golf. Golf reached its royal favor during the middle of the Fourteenth Century in Scotland and during the Sixteenth Century in England. Historians, however, credit Holland as the birthplace of the game which is now being played in most civilized countries of the Earth. More particularly is this true in the United States, where some two million Americans paid their fees to over 5,700 golf courses during 1938 for the privilege of playing their favorite game.

Croquet

The feminine game of *croquet* was known in some European countries during the Thirteenth Century, but it made slow progress in England and in the United States until the middle of the Eighteenth Century.

Skiing

Skiing, that popular outdoor game of today, had its early inception among the ancient Lapps who were described by their Scandinavian neighbors as "Skrid-finnen" or sliders.

Snow shoes were utilized by many other races during the pre-Christian era, among them, the Mongols of Northwestern Asia.

While skiing of days gone by was created through sheer necessity by the dwellers of the frigid and mountainous regions of Europe and Asia, skiing in the United States was created as a purely outdoor winter sport. Here it boasts over 150,000 participants who spend twenty million dollars annually.

A group of Norwegians, residents of Red Wing, Minnesota, are credited with introducing skiing in North America in January, 1886.

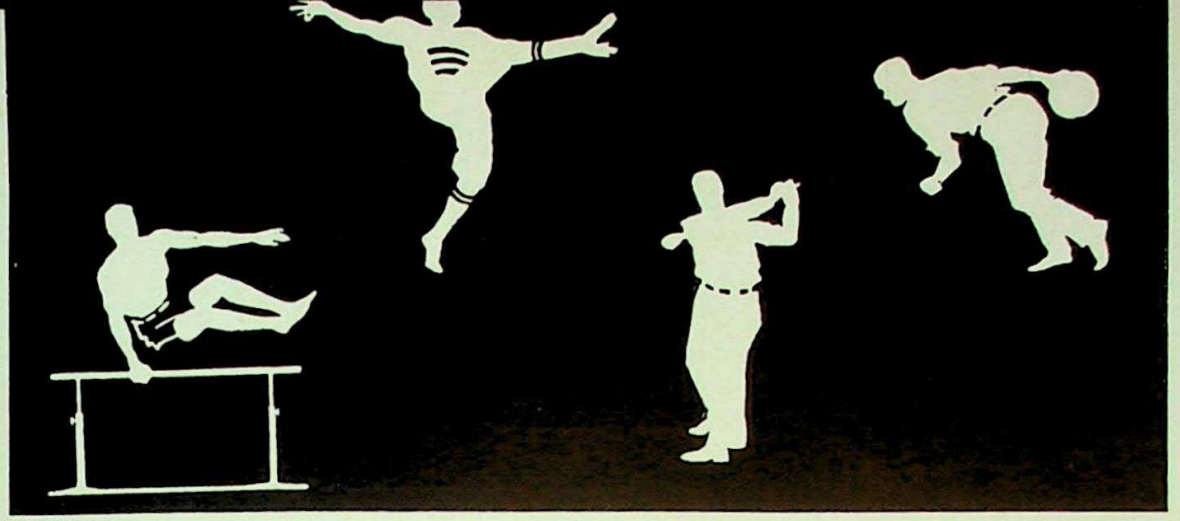
The National Association of Ski Jumpers was formed at Ishpeming, Michigan, on February 21, 1904, and on the next day the first National Ski Tournament was held there.

The special shoes used by skiers range in price from three to forty dollars a pair.

The modern American and Canadian game of *Ice-Hockey* is a direct descendant of one of the oldest and most wide spread athletic games on earth.

Hockey

Hockey dates back to the Ancient Persians, from whom it was acquired by the Greeks about five centuries before the Christian Era, who in turn passed it on to the Romans. Traces of a crude game of hockey have been found on our own hemisphere, played by the Aztec Indians for some thousand years.



Most civilized countries boast numerous teams and hockey associations. Japan has 50 teams organized into one association, while an all-Indian federation that includes 24 provinces boasts of a membership comprised of 3,000 hockey teams.

We shoemen should be vitally interested in Ice Hockey because it involves hockey and ice skating shoes. Any game that can attract six million Americans in 1937 to see ice hockey games is of vital interest to wide awake shoe retailers.

Hand-Ball

The origin of *Hand-Ball* is traced to Ireland in or about the Tenth Century. But history does not disclose whether the early Irish and Persian Handball Players, Scotch Golfers or the old Dutch Bowlers had special shoes on the order of the shoes worn by the present day handballers, tennis players or bowlers.

Basketball

Speaking of *basketball*, it is interesting to learn that basketball is an American-born game. James Naimsmith, a Springfield, Massachusetts, Y. M. C. A. athletic instructor, originated that fascinating game in 1891. Since then it has won popular favor with the younger generation the world over. That basketball leads all other sports in popularity is attested by the eighty million Americans who paid admissions during 1937 to these games.

Baseball

While the British claim to be the fathers of our national pastime, *baseball*, most authorities give one of our native sons credit for originating baseball in 1839 — just one hundred years ago. The name of this almost forgotten great American was Abner Doubleday, a United States Army Colonel, who also designed the present day Baseball Diamond. Baseball's share of paid attendance during 1937 reached the staggering number of fifty millions.

Football

The game of *football* which is so popular with the American youths of the higher educational brackets was once the game of the common white folks of Old England, according to Joseph Strutt, a British sports writer who in 1801 described football, which had fallen into disrepute, as the game of the common people. But, since forty million Americans paid their hard earned dollars to see this he-man game played in 1938, we believe football has been thoroughly vindicated.

Bowling

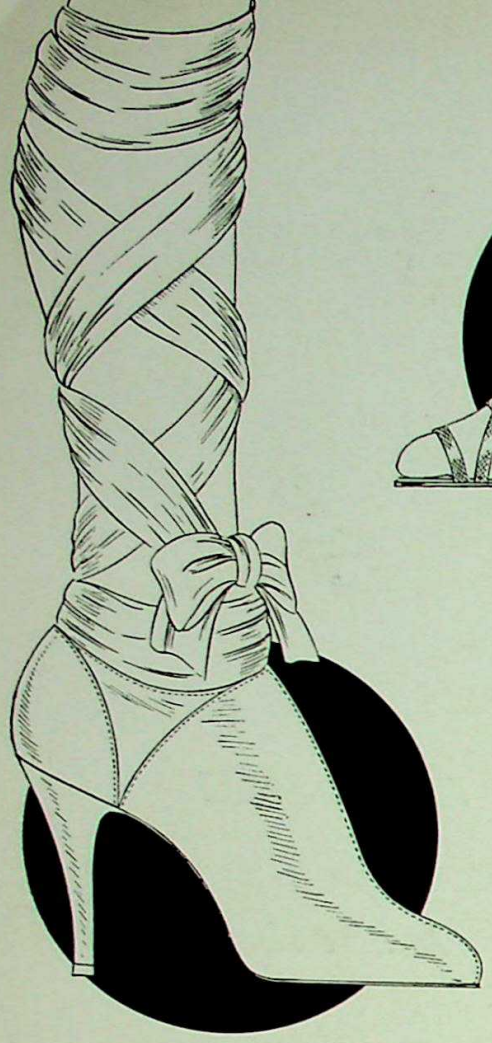
The history of *bowling* begins in Germany where it was popular as an indoor game for many centuries. The early Dutch inhabitants of New Amsterdam, now New York, introduced the game to our western hemisphere in 1623 as an outdoor game. All games were played upon the lawn.

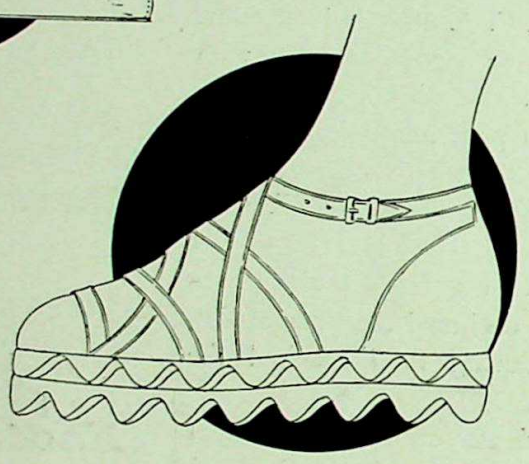
Bowling has reached an enormous height of popularity in recent years, according to recent statistical releases. Over eight million Americans bowled during 1937.

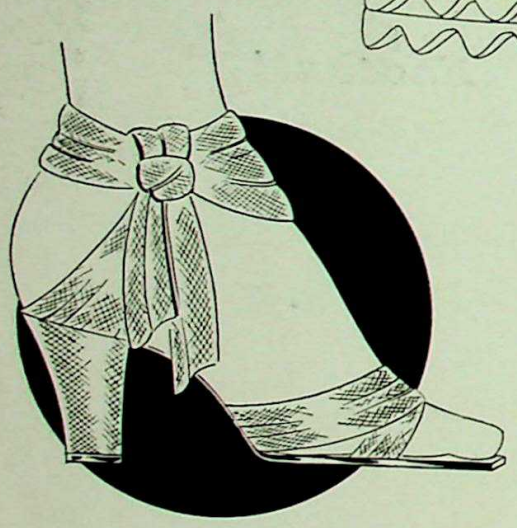
It is evident that shoe retailers should seriously consider the more popular American sports with a view to investigating the possibility of supplying shoes for these many popular sports instead of surrendering that business to the 2,000 sporting goods stores which are cashing in on a lucrative shoe business that rightfully belongs to the legitimate shoeman.

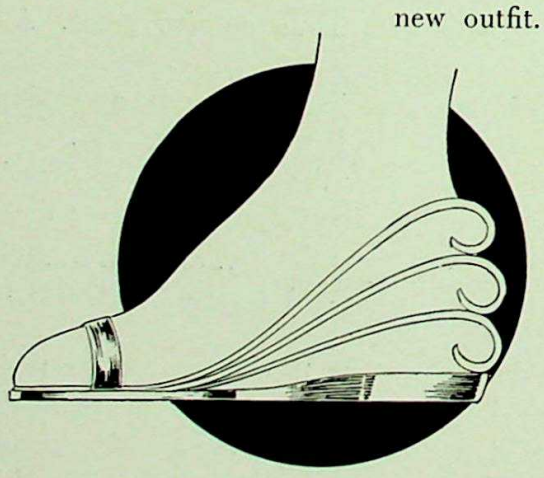
Indoor and outdoor sport enthusiasts would rather turn to shoe stores for their special sport shoe requirements because they know that shoe specialists are better trained to fit their feet in the correctly designated sizes; whereas the sporting goods merchant sells shoes over the counter much in the same manner as he does his fishing tackle, hunting guns and his golf balls.

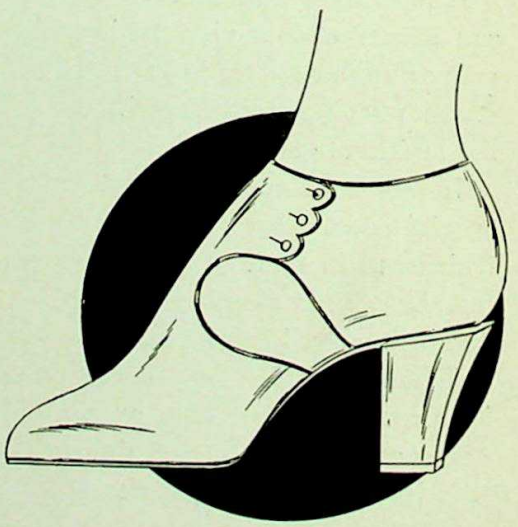
When one takes into consideration that the American lovers of sports spend five hundred million dollars annually for their favorite games and sports, and that ten per cent, or fifty million dollars, is spent for leather and canvas sports shoes alone, it is high time that shoemen woke up and took notice.











SHOES AN INTEGRAL PART OF WARDROBE

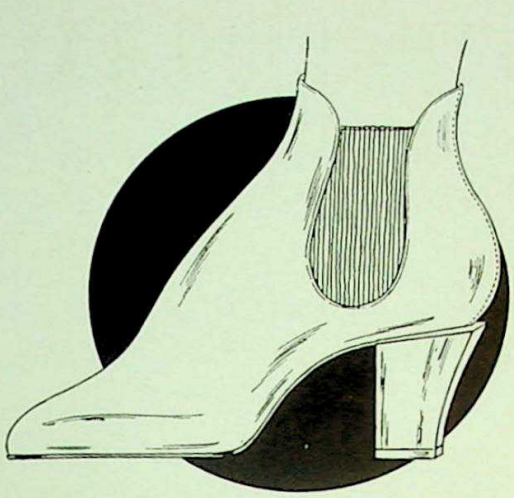
by **DORA MILLER**

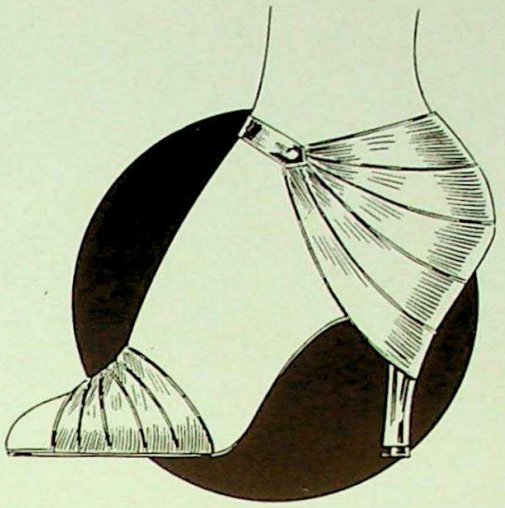
Creative Footwear's Continental Fashion Observer

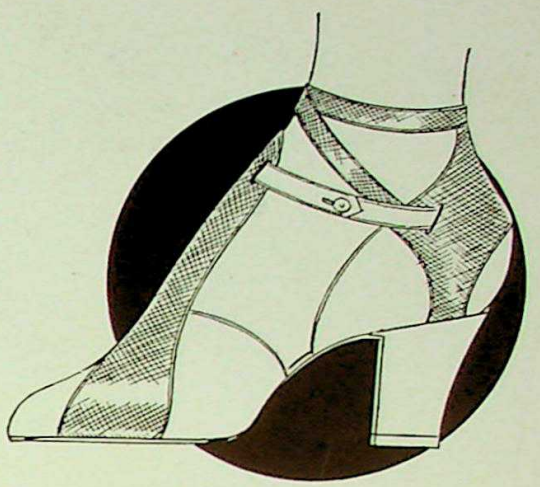
WITH dressmaker's summer showings the important matter of the moment—particular interest has been placed on footwear by the individually designed shoes accompanying the new frocks. While a few designers have bothered in the past to show new shoes with their clothes, (a custom that has been growing) this is the first season when it has been a matter of outstanding importance.

It is only fair then to deduce that in the minds of clothes designers, shoes have become of more importance to the success of the entire ensemble than they have ever been. Here, it seems, is a point on which all shoe manufacturers and all shoe retailers should make a new and increased appeal to their customers. Just as the new hat and dress styles are exploited throughout America, to the thunder of numberless pages of both advertising and editorial copy, so—at last—shoes should become of sufficient importance in the style picture to those whose business footwear is and whose livelihood depends on its sale, to make something of the same effort to bring to the attention of the public the creations which they have to sell. Here we can follow the trail successfully blazed by other merchants, taking advantage of their experience, profiting by their successes—and their failures—and reap a reward richer than we have had for many years.

It seems time that we should awaken from the lethargy of the past where the shoe retailer has counted only on the supposition that a woman with new clothes will undoubtedly buy a new pair of shoes, and make a definite and concerted effort to see that she buys the right pair of shoes for each new outfit. A shoe wardrobe has become as essential to

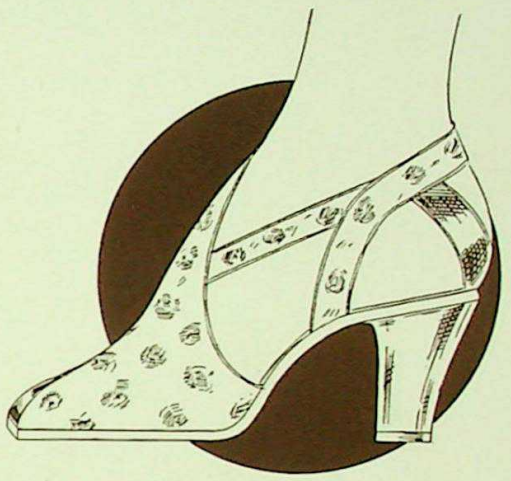






the woman who wishes to make any pretence to chic as her clothes wardrobe—and it must be planned to go with it, an integral part, or it becomes as ridiculous as an evening hat with a sports suit. Here is an opportunity for increased sales and profit, through real service and education. Let's take advantage of it.

What is the new shoe story? Perhaps of outstanding interest was the revival of the First Empire and Directoire silhouette, as done by Molyneux and echoed in various ways by other houses. What was it in shoes? The cothurn with the bound leg. Schiaparelli, who is followed so widely in America because she dares to blaze a trail, used a high riding, ankle high bootee in pale pink kid and silk, and bound the leg from the knee with contrasting scarves of orange and pink, *(Continued on Page 42)*



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This is a full-rate Cablegram unless its deferred character is indicated by a suitable sign preceding the address.

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FASHION FLASH FROM PARIS

CDBO2 CABLE PARIS 98 1/47 16/1046
CREATIVE FOOTWEAR, BOSTON

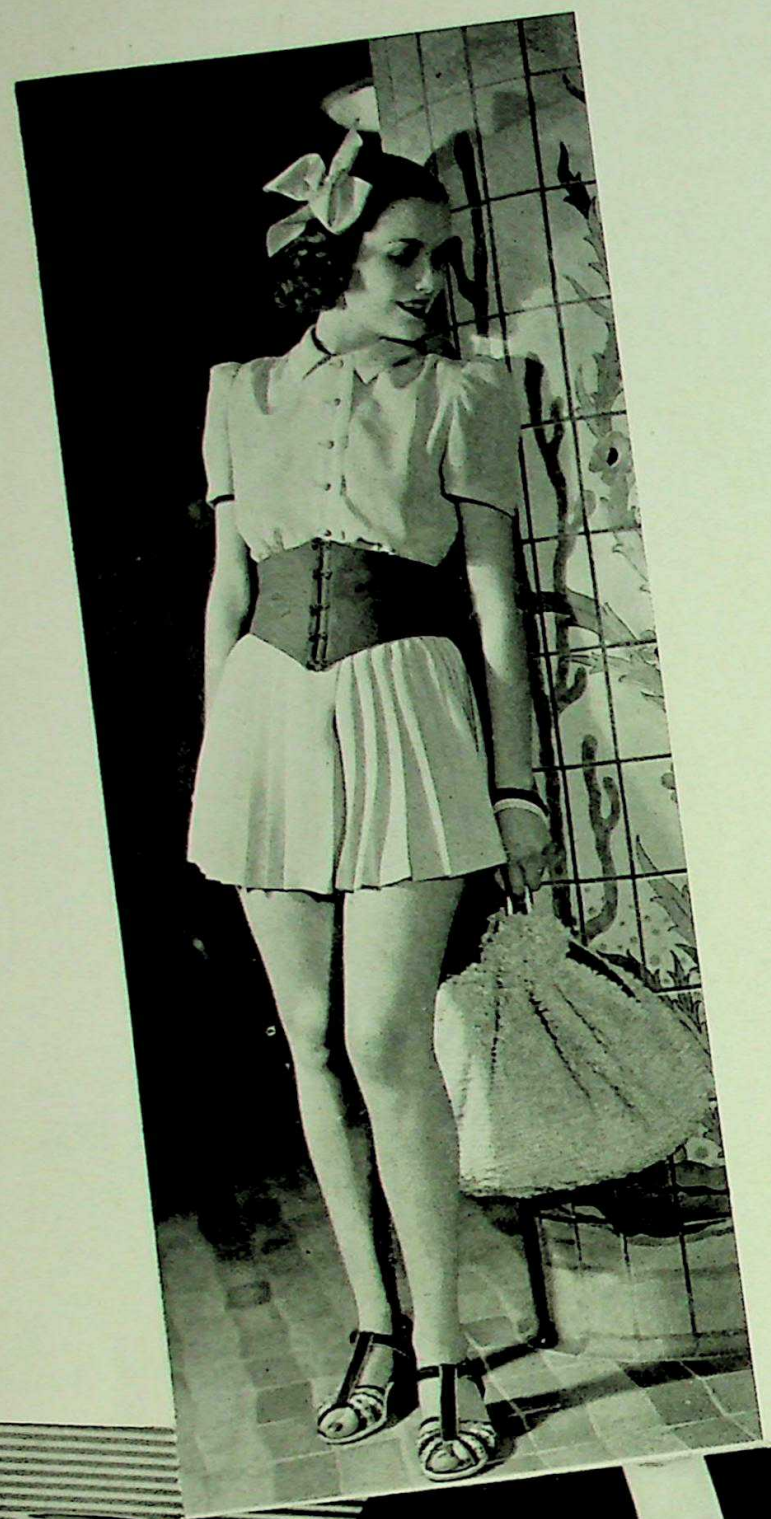
NOVELTIES VARY IN DRESSMAKERS SHOWINGS INCLUDING STRAPPED LEGS, COTHURNS AND PRYSTAL PLATFORMS STOP MASTER BOTTIERS SHOW COLLECTION OF AFTERNOON MODELS WITH SHORTER VAMPS, EVENING SHOES MORE SLENDER STOP SEVERAL ASYMMETRICALLY SQUARED TOES FOLLOWING FOOT OUTLINE ARE BEING SHOWN STOP LARGE SQUARE HEEL LAUNCHED FOR STREET WEAR, THESE ARE OFTEN SCULPTURED STOP MANY BOOTEES AND ANKLETS WITH HIGH SOLID UPPERS OVER PUMP VAMPS BEING SHOWN STOP ELASTIC SUEDE LAUNCHED FOR STREET AND AFTERNOON MODELS STOP HAVE SEEN MEN'S HUG ANKLE MODELS SLIGHTLY HIGHER THAN REGULAR SHOES WITH SAME NUMBER EYELETS IN BROWN CALF WITH BLACK VAMP, BROWN CROCODILE AND BROWN SUEDE WITH CALF TRIM STOP ROME AND FLORENCE BOTTIERS MIX RED AND NAVY IN MOST DAYTIME MODELS WITH MANY WEDGE OR SQUARED ALMOND HEELS WHICH ARE MISSING IN MANY PARIS COLLECTIONS STOP GENERAL IMPRESSION IS THAT HIGHER, FAIRLY SLENDER HEELS INCLUDING EVENING SPIKES WILL BE POPULAR.

DORA MILLER

SUNSHINE STORY

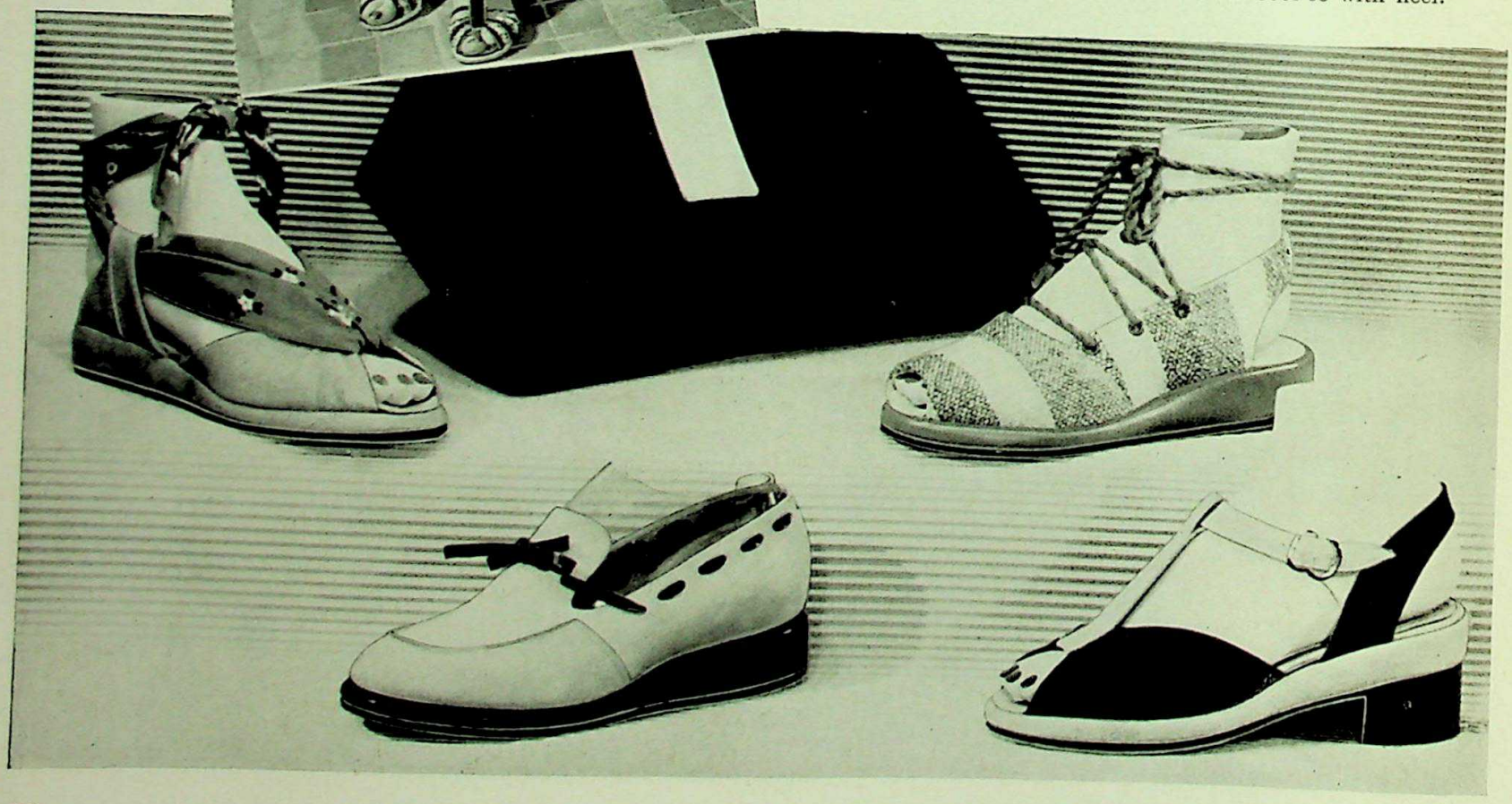
PLAY clothes . . . play suits . . . play shoes . . . all are new terms which have crept into our fashion language. It started in that playland of the sparkling climate, California, where people play outdoors all year round. But everywhere, we find people more and more interested in country weekends, in *doing* sports instead of watching them, in staying young and looking young — and so they are interested in play clothes.

Play shoes have a place of their own not filled by beachshoes or sport shoes — and an important play shoe is the "Cool-ee." The "Cool-ee" has a padded sole of felt and cork, with completely flat bottom, the sole arched from above. Sole and inside wedge heel are built in one. We illustrate four versions on this page.



Left—Playtime silks for cruise or resort wear. Photo shows: Tops in the much-lauded "Little Girl" fashions is a blue silk crepe play dress with youthful purple linen corselet. The silk hair bow is also very "Little Girl."

A group of Cool-ees with beachbag styled in the same materials from Joyce, Inc. *Left to right:* (1) A bandana shoe. (2) A sports model in suede and kid. (3) Hand woven fabric top on Cool-ee bottom. (4) Canvas top in two colors on Cool-ee with heel.



OFFICIAL OPENING OF

AMERICAN LEATHERS

for AUTUMN 1939 and

Fashion Conferences

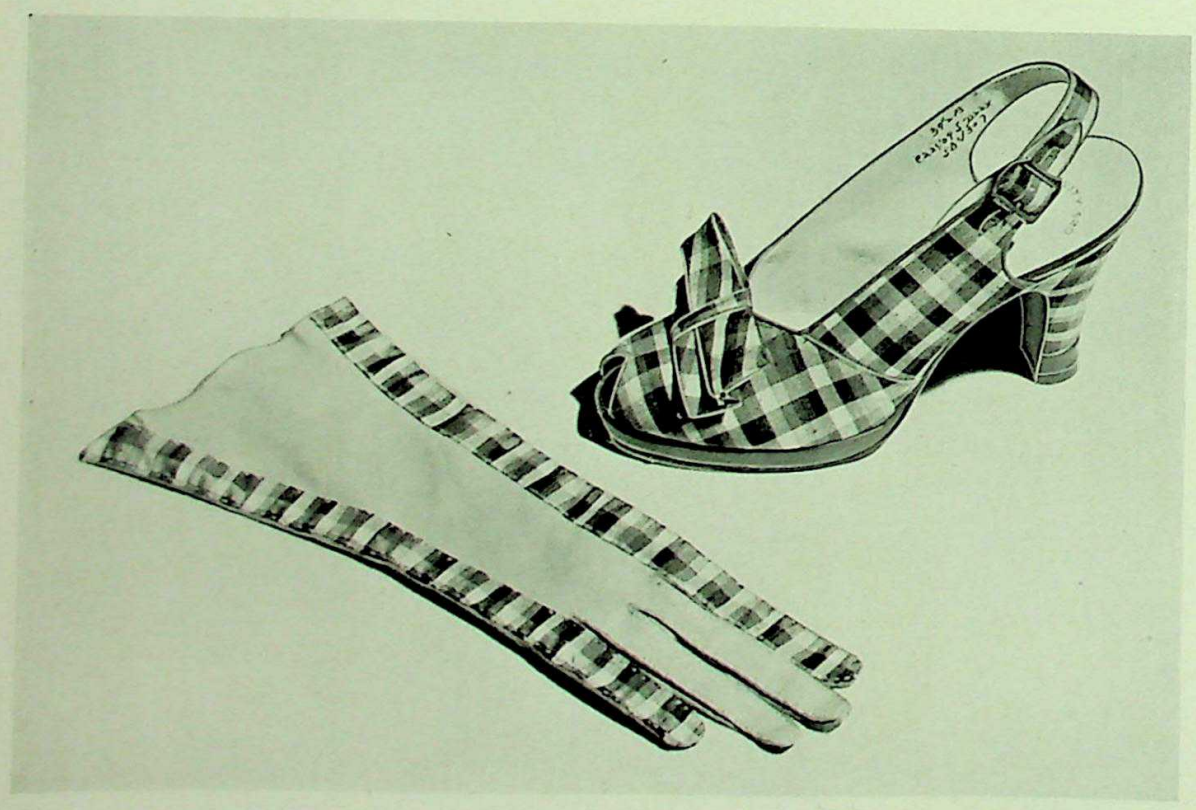
MARCH 27-28

WALDORF ASTORIA NEW YORK

Shoe and Scarf

THE Romany Gypsies made their contribution to shoe and accessory styles this season with a brilliant scarf and matching sandal. The shoe outlines are accented in the border tones of the scarf—gay for beachwear and to accent country and sports frocks. Unity-Grossman promote this lively combination in a number of paisley and modern prints.

TWO NEW ACCESSORY TIE-UPS



Shoe and Glove

LA VALLE is presenting a line of gloves that tie up with his shoes. Especially notable is his handstitched glove of gold capeskin with streamline appliques of plaid fabric to match the platform pump.

NEW 1939

ENDICOTT JOHNSON

SUN-KIX

WITH GENUINE LEATHER INSOLE

made to retail at 1.00 to 1.39

(ACCORDING TO CONSTRUCTION)

AMERICA'S BIGGEST SELLING PLAY SHOES

DETACHABLE KILTIE

6112—White canvas oxford with detachable kiltie tongue, 10/8 covered heel, rubber top lift. 3½/9.....**72½¢**

6113—White canvas, blue heel, tongue, and trim.

6114—Burgundy canvas, white heel, tongue, and trim.

6115—Blue canvas, white heel, tongue, and trim.

GHILLIE TIE

6100—Blue canvas ghillie tie, white binding, 10/8 white covered wood heel, rubber top lift. 3½/9.....**72½¢**

6100½—Same in misses' sizes 12½/3 with 8/8 covered wood heel....**67½¢**

6101—As 6100 in white canvas, blue binding and heel.

MISSES' OXFORD

6110—Misses' blue canvas oxford, white binding, panel, moccasin patch and tongue, with perforated trim, 8/8 white covered wood heel, rubber top lift. 12½/3. .....**67½¢**

6111—Same in Burgundy canvas, white heel and trim.

CUBAN HEEL OXFORD

6102—Burgundy canvas oxford, white binding and trim, 10/8 white covered heel, rubber top lift. 3½/9....**72½¢**

6103—Blue canvas, white trim.

6104—White canvas, blue trim.

When we introduced these colorful, durable, comfortable little shoes, we predicted they'd sweep the country. And how they sold! Women bought two, three, four pairs at a time, to wear with different clothes . . . for sports, for work, for play, and even for general daytime wear.

Now the new 1939 SUN-KIX are here . . . styled up with all of fashion's newest tricks for Summer . . . IN STOCK for instant shipment of one pair or hundreds whenever you need them. And we promise you now that they'll sell like hot cakes as soon as the weather turns warm!

Whether you operate a bargain basement or a retail chain . . . whether you're a jobber or a retailer . . . you can do a smash volume on SUN-KIX in 1939. Place your order NOW . . . and remember that Endicott Johnson makes the ONLY play shoes with the healthful, Standon genuine leather insole.

ORDER FROM YOUR NEAREST WAREHOUSE FOR FASTEST SERVICE

ENDICOTT JOHNSON

ENDICOTT, N. Y.
ST. LOUIS, MO.
NEW YORK CITY

CORK SOLE SADDLE OXFORD

6116—White duck bal oxford, brown suede-finished saddle, cork-rubber sole and spring heel. 3½/9.....**70¢**

6116½—Misses' sizes 12½/3. **65¢**

6117—As 6116 with blue saddle.

6117½—Same in misses' sizes.

FLOWER PRINT SANDAL

6124—Printed Shantung open toe sandal, cutouts at shank and toe, white binding at all edges, 10/8 print-covered heel, rubber top lift. 3½/9.....**72½¢**

6123—Blue canvas, white binding.

6122—Burgundy canvas, white binding.

OPEN SHANK SANDAL

6118—Burgundy canvas sandal, white binding, spring heel. 3½/9.....**67½¢**

6118½—Misses' sizes 12/3. **62½¢**

6119—Blue canvas, white binding.

6119½—Same in misses' sizes.

PLATFORM SOLE DUTCH BOY HEEL

6120—Blue canvas oxford, white binding and platform, blue covered Dutch Boy heel, rubber top lift. 3½/9. **76¢**

6121—Same in Burgundy canvas, white binding and platform.

SUMMERY SANDALS

Top row, left to right, (1) Barge type, square toe oxford with thick crepe sole and wide mudguard foxing. Cotton whipcord twill upper, copper trim. (2) Classic ghillie style which laces around the ankle, striped sole and heel, upper of blue whipcord twill, white trim. *Bottom row, left to right,* (1) Colonial tongue and moccasin type vamp, white and brown, Cuban heel, light crepe sole. (2) Informal afternoon type of linen weave cotton, embroidered in red, blue, and green. Light crepe sole with narrow welting in contrasting color. Courtesy of United States Rubber Co.

Illustration to the left courtesy of Carleton Mitchell, Nassau.

Below, reading left to right, (1) White with brown trim, lightweight sole with Dutch heel. (2) Blue with white trim, wedge sole with contrasting welt. (3) Blue with white trim, white sole and heel with contrasting heel lift. Courtesy of Hood Rubber Co.

BIRDSEYE #231

The Mesh of Distinction

FOUR IMPORTANT QUALITIES

STRENGTH

Based on tests

WEAR

Based on experience

ATTRACTIVENESS

Based on appearance

SMOOTHNESS OF BACK

Based on material itself

FULL LINE OF COLORS

SEND FOR SAMPLES

J. EINSTEIN, INC. ONE PARK AVENUE NEW YORK, N. Y.

St. Louis, Mo. *Cincinnati, Ohio* *Boston, Mass.* *Milwaukee, Wis.*

The Selling Parade

by

Charles B. Roth

Noted Trainer of Successful Salesmen

I AGREED with my associate, who is a shrewd judge of men, that but for a slight defect Mason would be one of the world's greatest salesmen.

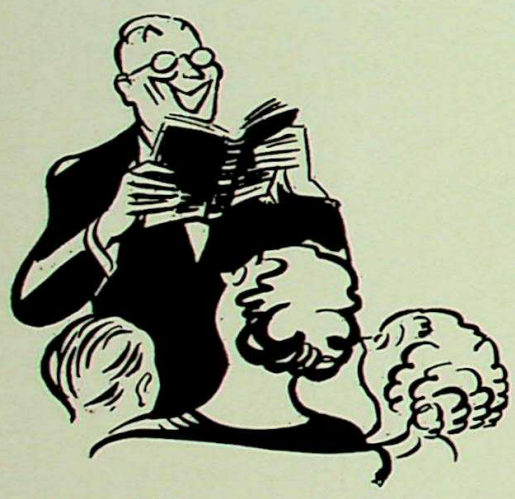
"Do you know his trouble?" asked my associate.

"I think so. Do you?"

"Maybe. Let's see. Mason gets on people's nerves, because of his harsh, disagreeable voice. Is that what you were going to say?"

"Exactly."

Mason isn't alone having this handicap. Literally thousands of otherwise good salesmen fall down



A good habit is to read aloud to members of the family.

because their voices do not charm their prospects. Instead, those voices alienate.

The voice has a distinct personality —in salesmanship a most important personality.

Edward Bok, famed editor, once charged that the entire American nation is "lip-lazy." A bricklayer, a linotype operator, a doctor even can be lip-lazy without impeding his progress in his profession. But when a salesman's voice isn't up to the rest of his personality, it costs him money every week.

Is there any way to correct an unsatisfactory voice?

Yes. It is simple, too. This is all there is to it:

Pay more attention to your speech. Make each word absolutely distinct. Don't mumble. Overcome hesitation by practice. A good habit is to read aloud to members of the family. See if you can hold their interest in dry material. That really is the test of a good voice.

V V

HE'S SOMEWHAT of a philosopher as well as a salesman. We spent half the night in quiet conversation. His ideas, his genial, gentle outlook on life made me feel like a new man, buoyed me up for a week afterward. And what a believer in the profession of salesmanship I found him to be!

"A salesman," he told me, "is the most useful member of the human race. He occupies the most exalted office in the world."

I questioned that statement, reminded him that certain elective offices were considered more exalted. "The presidency of the United States, for example."

"Don't you believe that any of them are higher than the salesman," he said. He said it with vigor. He defended his points: "They aren't. They depend upon the vote of other people. The highest offices are those to which a man elects himself."

Then I began to see. He believed that if you want to be an artist, an actor, a poet, a doctor, a lawyer or a first-class salesman, you are the one who makes the choice. You set your goal. You live your life to reach it.

"If a man elects himself salesman," concluded the philosopher, "he's forever living up to his highest ideal. I wouldn't be anything else."

V V

WHY AND LET'S — there you have the two most important words in salesmanship, a crackerjack salesman told me one day last week.

"Go ahead, I'm listening," I said.

"Take why first," he began. "When you ask a man why he doesn't buy, why he believes so and so, why he says this or that, you put him definitely on the defensive. He has to answer something. You can usually smoke out what's really in the back of his mind if you ask him simply: 'Why?' I use it continually in getting out of tight places."

"And let's. What about that?"

"Let's is a cooperative word," replied this thinker about salesmanship. "When you say it you indicate that he and you are going to do something jointly, together. It's a fine word, an unselfish word. It's an action word. It expresses motion. See what I mean?"

I asked him how he used this useful word in selling, and he said there were dozens of times in a sale when it fits right in. "Let's consider this aspect for a moment," "Let's see how this applies to your own problem," "Let's arrange for an actual demonstration," are uses he mentioned.

Sometimes, he tells me, the right use of either one of these words is enough to tip the sales beam in the salesman's favor.

"I'd be lost without them," he said.

There was no occasion for me to ask: "Why?"

NOT BY ANY STRETCH of the imagination could you call him a "high pressure artist." But no one has ever denied that he gets results in selling—gets them fast. He admires speed. He sells fast. Yet his customers don't resent it. Indeed, I doubt if his customers know they are being pushed, he is so subtle.

"The secret of getting orders," he told me, "is to give the buyer an excuse for making a decision now. Putting things off is the most costly trait we salesmen have to overcome. I consider inertia to be my greatest enemy. I circumvent it."

Not a "high pressure artist."

"How do you do that?"

"It's easy. There are a dozen ways."

"Name some of them, will you?"

"Well, I might tell the prospect I'll be in town only twenty-four hours. I might ask him for five minutes, take out my watch, and push through to the closing point in that time. Oh, there are scores of ways you can hustle the buyer.

"We salesmen trade on time. When we save a minute we make a dollar —sometimes two or three."

V V

IT IS A DIAMOND among virtues, for it is the most precious and rarest of all. It is worth money; for it sells more real estate, cigars, groceries, dry goods, automobiles, typewriters, furniture, and life insurance than any amount of talk and convincing arguments," said the late Dr. Frank Crane in discussing one virtue which every salesman should have.

AGREEABLENESS is the name of this virtue.

AROUND ONE OFFICE the man who is general manager insists that every newly-hired salesman read his favorite book. It's a classic which all persons should read. But this man has his own peculiar reasons for making it a part of the salesman's initiation.

The book? It's Maurice Maeterlinck's *The Bee.*

Some of the boys are a little amused when the old man insists upon their reading a philosophical, scientific treatise on the honey bee. They'd rather brush up on sports.

I chatted with this general manager not long ago. I asked him about his fondness for the book, about his penchant for recommending it for salesmen.

"Oh," he said goodnaturedly, "I knew you'd get around to that before long. But I don't mind. The reason why I use it as groundwork for salesmen is simply this: it teaches the first rule for selling success."

"And that rule is?"

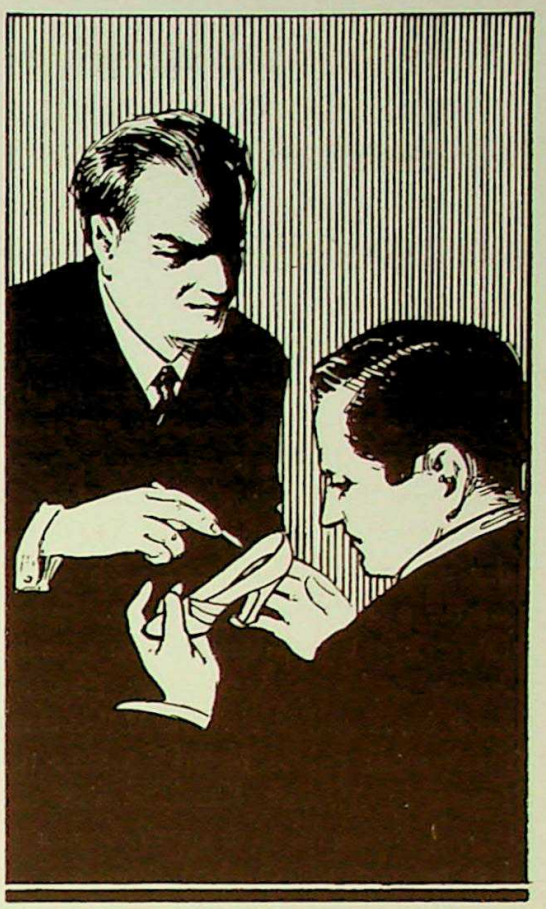
"That reward depends upon effort and knowledge."

"I see."

"Youngsters are prone to forget this. They become impatient. They want to skim through, to take shortcuts. It won't work. So I have them read what Maeterlinck says about the patience, diligence and industry of the bee. They see that the road to success in our business is through the same qualities: patience, diligence, industry. By the way, you have read *The Bee*, haven't you?"

"Oh, yes," I replied.

NEW 1939
Pocket Directory of
Shoe Manufacturers
Leather Bound—300 Pages
Gives names of Buyers, Superintendents, Officials, etc.
Types of Shoes Manufactured
Capacity of Factories
Capitalization
Days Salesmen are seen
Telephone Numbers, etc.
$3.00 *Per Copy*
Shoe and Leather Reporter
210 Lincoln St., Boston, Mass.



it's Sound

REAL Quality in vamp and quarter linings insures shoes of greater salability. The use of leather replacement materials is both sound and economical. The high quality of DURAKALF should not be overlooked when considering price claims of less worthy materials.

The Best Is the Cheapest in the Long Run

Write for Samples

RESPRO INC.

CRANSTON, RHODE ISLAND, U. S. A.

DURA KALF

STOCKING COLORS FOR SUMMER

Reflect Cosmetic, Apparel and Accessory Color Trends

COMPLEXION COLORS

THE trend is to recognize two schools of complexion toning — the natural sun tan skin which has been the pride of American womanhood since sun tanning began—and the new "cyclamen" make-up which starts with a skin which has never seen the sun and adds pink powder and blue red lipstick with possible mauve eye shadow for color. Nolde & Horst key three shades with Elizabeth Arden make-up harmonies: Sun Fair, Rose Nude and Rachel. I. Miller feature three nude colors based on skin tones found in blonde, brunette and titian types. No-Mend give us Godiva, a perfect nude shade, Today, slightly lighter than Godiva but similar in tone, Scarlett, with a spirited and strong rosy cast, Queen Bess, a warm copper color, and Priscilla Beige, a warm peach bloom. Artcraft has an opalescent flesh tone as well as rosy beiges.

ACCESSORY COLORS

BEIGES with rosy undercast are an important category in hosiery shades — to be worn with wine reds, japonica and high color shoes. Nolde & Horst have Yum, a sunny stocking tone for dusty pastels, Azalea, a coral pink, and Grenat, a mauve beige. Artcraft are striking the rosy undertone with Prairie Rose, an opalescent rosy tan, Arbutus, a peach bloom tone, and Marigold, a light sunny gold. Cheer, Delight and Sparkle at Huffman, Petal, Glitter and Sunhue at Munsingwear, and Electra at Larkwood are all excellent shades to complement clear summer pastels.

COLORS FOR APPAREL

STOCKING shades follow two schools of color —beiges of yellow cast, beiges of rosy and mauve casts. In general, shades are subdued. The chances for real subtlety in choice of hosiery shades for any of the new apparel colors have never been better. Outstanding ranges are Nolde & Horst's "Couturier Colors" which are neutral tones keyed to dress colors. I. Miller will have stockings of subdued color for pastels and darker tones in sportswear. Most daring are Artcraft's three new pastels, Gold, Star Sapphire Blue and Cyclamen Rose made in extremely sheer weights.

Gotham has three excellent colors for Suntan devotees, to wear with pastels and brilliant resort colors. They key with the new henna shades and copper colors, also white—Sunrise, Aloba and Desert Sun. All Gotham's new summer colors fall into six general groups—those having a rosy cast, golden cast, beiges, suntan tones, grey cast and evening.

Courtesy of Gotham Hosiery

The Richest Man in the Cemetery

(Continued from Page 24)

nomy, figure and complexion of the individual involved, a volume might be said, but it takes a deal of study, intelligence and diplomacy on the part of the seller to get it over in a way that is welcomed.

The same merchandising procedure is true of shoes and here's a good, practical promotional idea that has been profitably operated for some time by a prominent shoe retailer.

Have a smart display of latest styles in men's shoes available at all times. Make it known to your sales-staff that every customer, or prospective customer, who enters your store or department is to be shown these shoes, even though he is in there only for the express purpose of buying a pair of black business shoes. But—insist on this, too! That he is not to be shown them with the very obvious purpose of being bludgeoned into a sale. Oh, NO! Do so with the idea foremost that you want his opinion on the current styles . . . that his judgment among others will help you to make a selection of styles for the season ahead, etc. He'll be flattered at such attention and you'll be surprised at the number of sales that will ensue, not always on the spot, but in many cases the mental vision of a particular pair will remain in the storage chamber of the client's mind.

This sort of a promotional set-up can be carried on, provided, of course, if the store or department is large enough, by keeping a revolving inventory of 6 to 12 pairs each, of well chosen new styles. This system also permits a close-to-perfection inventory and buying control because, if you catalogue the varied opinions, a splendid consumer survey results, enabling you to increase purchases on popular models and to liquidate on slow-moving numbers with a minimum loss.

Shoes in the vanguard of the advance season's parade are the rocker model or Dutch Boy influence, ventilated uppers in two-toned leather with a woven effect something on the Huarache order, slack models of fine soft leathers, whites in various leathers, of course, white buck trimmed with tan calf, pigskin and varied other leathers. The crepe sole still seems to be running strong in shoes for active sports and leisure wear, and the Norwegian moccasin type of slack still holds good.

In any event, make up your mind to try this display method of new styles on your customers as the Spring and Summer season advances. You'll find it will pay big dividends before the year is out.

Styles

THAT SET CASH REGISTERS RINGING!

Hood Sportslax are advertised in national consumer magazines! Backed by a strong sales-building local merchandising and promotion plan.

..and every Sale Means an Extra-Profit!

Expert styling gives Hood Sportslax the sales-ummmmmph that insures volume selling at a comfortable profit margin. It will pay you to concentrate your sandal business on Hood Sportslax!

You can assure your customers of fine shoe construction as well as smart styles when they choose Hood Sportslax. And with their moderate retail price, you'll have an opportunity to sell more than just one pair to each customer.

With their Quality, Style, and Price, Hood Sportslax mean satisfied customers, larger volume, and plus profits for you.

HOOD RUBBER CO., INC., WATERTOWN, MASS.

HOOD Sportslax

STYLE LEADERS
SALES LEADERS
PROFIT LEADERS

HUB GORE A

fashion flashes

Growing Girls'

Gored Types are in great demand

Model above
BROWN SUEDE
FRONTAL SUEDE
GORE

Brown Calf with permanent Lace and Side Gore

Specify Hub when ordering

EVERLASTIK
INCORPORATED
CHELSEA, MASS.

Martha Stephenson, young debutante, wearing Delman's International Shoe of white satin with emblems of nations participating in World's Fair embroidered on platform and upper.

Shoes—an Integral Part of the Wardrobe

(Continued from Page 31)

wrapped around the ankle at the top of the bootee and ending there with a bow — the scarves of georgette. Molyneux, to match the classic trend of his frocks, used the classic cothurn, always in satin the same shade as the frock, with the ribbons, also of satin, caught through the two loops on either side of the shoe in classic tradition. These were bound to boot height only, and on both legs, in spite of the single slit of the skirt.

This tendency is sure to be seen in number of ties, which for day wear will probably not pass the ankle but which we are sure to see repeated in numberless varieties and for every use including beach. Patou showed an interesting variation in an afternoon shoe of interlaced straps of black calf, the quarter of the shoe replaced by an anklet, widening at the back, and a second strap from the instep to the quarter. This was finished with the classic high, shaped heel. Again Paquin did something of the same inspiration for day wear. His shoe was of brown calf strappings, fairly heavy and ornamented with punchholes, like a trunk strap, each fastening with a simple luggage buckle. The almost independent anklet joined a plain quarter, and the heel, again shaped and slender, was lower than the others mentioned. Numerous varieties of the completely independent *(Continued on Page 45)*

FOREMOST FOR FALL

Evans kid Leathers

Evans kid Grained

SEALEE
CARACUL
BROGANDI
BOKHARA
MOROCANNA
BROADTAIL
TARTARKID
PIG

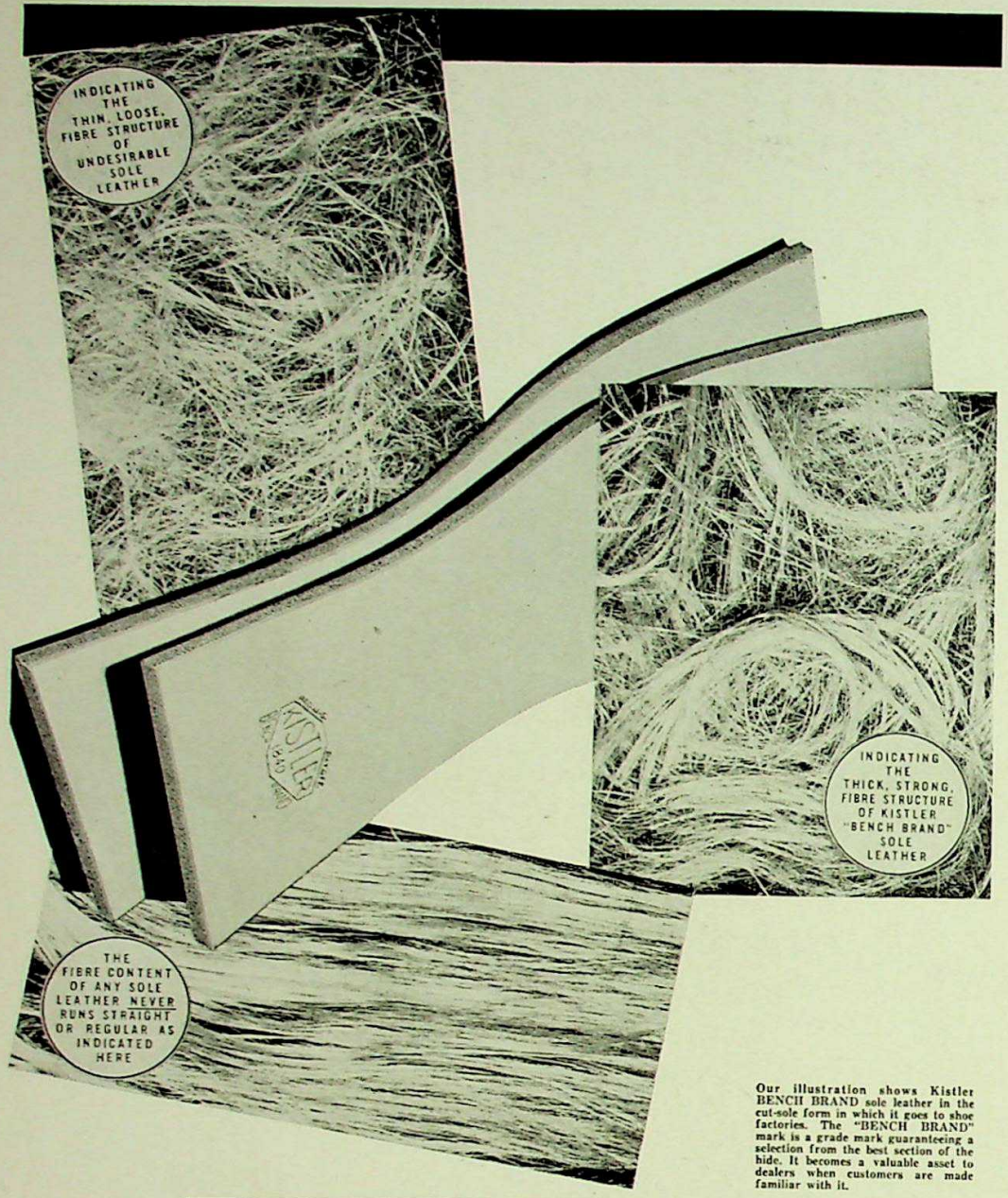
Evans kid Glazed

PEERLESS WHITE and COLORS —
RUBY (Black)

Evans kid Suedes

IN ALL PREVAILING SHADES

MORE EXTENSIVE than ever before, the Evans line includes all the newly accepted colors for Fall. Permanent colors, rich and true in their tone—dyed clear through the skin so that there can be no possibility of faded undertones in the finished shoe. This color characteristic is another reason why so many leading retail merchants *specify* **EVANS** *Kid* **LEATHER.**


INDICATING THE THIN, LOOSE, FIBRE STRUCTURE OF UNDESIRABLE SOLE LEATHER
INDICATING THE THICK, STRONG, FIBRE STRUCTURE OF KISTLER "BENCH BRAND" SOLE LEATHER
THE FIBRE CONTENT OF ANY SOLE LEATHER NEVER RUNS STRAIGHT OR REGULAR AS INDICATED HERE

Our illustration shows Kistler BENCH BRAND sole leather in the cut-sole form in which it goes to shoe factories. The "BENCH BRAND" mark is a grade mark guaranteeing a selection from the best section of the hide. It becomes a valuable asset to dealers when customers are made familiar with it.

TO KNOW THE STRUCTURE OF SOLE LEATHER IS TO BE BETTER PREPARED TO SELL SHOES

"A forest of fibres"—that's the way the structure of sole leather has been described. It is an apt description as our pictures show. On the quantity and quality of the fibres, the goodness of sole leather greatly depends. The tanning and finishing adds much to desirability also. At this point, many things done, can very definitely affect results. They can mean the difference between just another piece of sole leather and sole leather that is something apart from the ordinary. The tanning of

KISTLER "BENCH BRAND" SOLE LEATHER

is carried forward in the most thorough way. The vegetable tannage by the lay-away-vat process, has been adhered to from the start of our business. There is no discounting the superior merit of sole leather thus produced. There can be no hurry-up, hit-or-miss result by that time-taking, watchful-waiting work. Expediency has never dictated a compromise with the quality for which the Kistler BENCH BRAND trade mark stands. Study our pictures. Apply their story in your sales work.

N. B. . . OUR ILLUSTRATIONS ARE NOT PHOTOMICROGRAPHS OF SOLE LEATHER. THEY WERE DEVISED ONLY TO INDICATE THE DIFFERENCE WE DESCRIBE.

KISTLER Leather Company

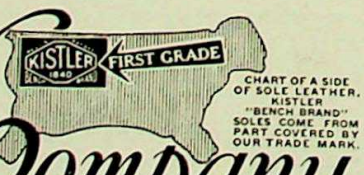


CHART OF A SIDE OF SOLE LEATHER. KISTLER "BENCH BRAND" SOLES COME FROM PART COVERED BY OUR TRADE MARK.

FOUNDED · 1840

· BOSTON · MASS ·

WESTERN DEPARTMENT IN CHARGE OF BERTRAM URBAN. 1012 NORTH THIRD STREET. MILWAUKEE. WISCONSIN

Textile Color Card Association to Co-operate in N. S. R. A. Style Conference

L. E. Langston, executive vice-president of the National Shoe Retailers Association, has announced that the Textile Color Card Association will co-operate officially in the N.S.R.A. Style Conference at the Waldorf-Astoria, March 27th and 28th. Mrs. Margaret Hayden Rorke, managing director of the Color Card Association, will have on display during the conference a showing of the new Fall and Winter colors, both in leathers and costume fabrics.

The Style Conference is one of the principal activities of the National Shoe Retailers Association and is held twice a year by the N.S.R.A. in conjunction with the opening showing of American leathers for the coming season under the auspices of the Tanners Council of America.

The colors to be shown by the Textile Color Card Association will be on display during the opening session of the Style Conference Monday forenoon, March 27th, and will also be available for the use of the several style committees during their meetings.

The opening program of the style conference will include a fashion show featuring costumes for Spring and Summer with appropriate shoes and accessories. The purpose of the style show is purely one of merchandising and promotion, with the object of giving the retailers ideas which will assist them in merchandising the shoes and accessories they own. In the grand finale of this show it is proposed to give the audience "A Peep into Fall" by showing the new Fall colors in fabrics and leathers in a novel and original manner.

The style conferences will follow the usual order, with the opening program Monday morning, the men's style committee meeting Monday afternoon, the women's style committee meeting Tuesday morning and the children's style committee closing the conference with a meeting Tuesday afternoon.

Shoes — an Integral Part of the Wardrobe

(Continued from Page 42)

anklet have been seen unattached to the quarter and several considerably wider in front than at the back, recalling the metal anklets of another day.

Schiaparelli's linen sandals with only a toe cap and an independent anklet buttoning in front, were worked out for formal wear in the showing of the Master Bottiers of Paris at the Hotel du Louvre. Particularly amusing in fine lames and brocades, bound or piped in metal leathers, they were a new and definite contribution to the shoe styles of 1939-40, a note which is sure to be often repeated. Not only do they have the advantage of novelty, but also of real support for ankles which has long been lacking in our evening sandals of interlaced strappings.

Interrupting the bottier story, reference must be made to the new heel, also launched at the show and not seen before. This is definitely square, often worked in planes and also protruding beyond the soles on all sides. These are novel and are supposed to appease the doctors who object to stilt heels because of health factors. They certainly are amusing and should be most comfortable for street and afternoon wear.

The continued interest in the ankle high bootee, done in a single color or in several, as Schiaparelli showed it, has endless variations. For formal wear, she likes a melange of tones. Again, for afternoon she does it in black surah silk with a gathered "gilet" front of black patent, pipings of patent on the toe and three patent buttons on the side.

Maggy Rouff makes a great point of Enzel's prystal soles, already referred to in these columns. One of the most interesting is a classic sandal with toe strap of gold kid and a molded heel in three architecturally classic convolutions which look actually like Cinderella's glass slipper. She also likes the sculptured sole, created by the same *(Cont. on Page 57)*

TU-TOE FAIRY FORMS

for Open Toe Shoes

Play up the trim beauty of the new open toe shoes in your window and department displays. Tu-Toe emphasizes every style feature that women look for. The popular new colors lend themselves particularly to enticing displays on colored Tu-Toe Fairy Forms.

The soft, delicate materials used for modern open toe shoes need Tu-Toe to give them life and shape in displays. Tu-Toe holds heel and ankle straps in the proper position, while the two tinted nails "peeking" through the small toe opening present a strikingly life-like appearance.

Tu-Toe is made with a square heel for open back styles and a round heel for closed heel shoes. Regardless of which styles you plan to feature, Tu-Toe Fairy Forms will display them best. Don't let competitors who are more "display minded" take the lead in your community. Present your own shoe styles with compelling "sales appeal." Show them just as they will appear when worn — with Tu-Toe Fairy Forms, and convert window shoppers into customers.

Let Tu-Toe help you sell your shoes.
Clip coupon below for full information.

SHOE FORM CO. INC.
Auburn, N. Y.

Shoe Form Co. Inc. Auburn, N. Y. Dept. CF-3
GENTLEMEN: Please send me information on the Fairy Form line.

Name.....

Firm.....

Street.....

City.....State.....

when you feature these

Crosby Square Pre-Flex Shoes

Yes, they're calling on your prospects and customers now—thousands of them. Esquire and The Saturday Evening Post have moved millions of dollars worth of merchandise. And they're helping you build your profits on Crosby Square Pre-Flex Shoes, the outstanding new line that gives you talking points that really sell. Here's the story "Esky" and The Post are carrying to their fashion-conscious readers in your own back yard. (Esquire in the April issue — out March 13 — and The Post in the issue of March 11 — out March 8.)

Enjoy that
British air of distinction
with Crosby Square
Pre-Flex Shoes
—and end the discomfort of "breaking in"
Crosby Square's authentic reproductions of costly custom-made shoes are now "broken in" through a special process, called "Pre-Flex." A shank of tungsten spring steel supports as it gently, healthfully massages foot muscles — helps keep feet from tiring. Special "pre-flexed" innersole and outersole provide glove-like pliability. Full British welted heels, attached by new fibre process, eliminate nails and prevent irritation of sensitive foot nerves. The hand-some, supple leathers of Pre-Flex Shoes are from the choicest portions of selected hides . . . $6.50 to $7.50. Get a pair soon at your Crosby Square dealer's. Write for his name. The House of Crosby Square, 2460 N. Sixth Street, Milwaukee, Wisconsin.
Crosby Square
REG U.S. PAT. OFF.
PRE-FLEX
CONSTRUCTION
By the makers of Crosby Square Authentic Fashions $5 to $6.
No. 855 Coronet
A straight-tip medallion on the new Coronet last in rich antique boot maker's finish.
True flexibility provided by the Pre-Flex Construction

● Give these star salesmen a chance to really "go to town" for you. Get lined up with Crosby Square Pre-Flex Shoes now. Make an appointment to see the line. *Write or wire today.*

The House of Crosby Square

(Division of Mid-States Shoe Co.)

2460 North Sixth Street Milwaukee, Wisconsin

Merchandising Control

Stephen J. Jay

R. H. Fyfe & Co.
Detroit, Mich.

ANY business that survives the buffeting and rough-and-tumble action of more than ten or fifteen years, will find itself inevitably in the position of a public servant. Although most of us now recognize our responsibilities, and accept it with a measure of calm, the fact (not so long ago) was completely ignored.

This matter of "Serving the public," becomes more and more involved as the science of business evolves. Not to mention the record-keeping, budgeting, promoting and planning that is taken for granted in modern business, the actual mechanical developments and physical changes of retail stores—not only in the kind and variety of stock carried, but in its handling and management—is something that the old-time Corner-Store Keeper would refuse to believe. Even at the turn of the century, the stock that perched in the Corner-Store—on the creaky floor or the splintery shelves consisted largely of semi-antique groceries, dusty hardware, a barrel of questionable crackers, several yards of calico, brooms, pails, straw hats and post-cards. Tastes were simple, necessities were few—and a farmer's straw hat that didn't sell this year could be quickly flipped with a dust-cloth and blithely sold next year. There was no penalty for stock that sat on the shelf—unless, of course, mice actually made nests in the straw hats, or worms took up lodging in the figs.

The manager of this enterprising type of business considered himself lucky if he enticed the trade of seventy-five to a hundred families—families who generally "came to town" on Saturday nights. The proprietor not only knew each family personally, but each member of the family, and his probable wants and needs. The store-owner did his buying and his planning (if any) by instinct. The cold finger of business as a "science" had yet to be thrust under his unsuspecting nose—"buying" as a problem caused him no more concern than his lackadaisical methods of selling.

In sharp contrast to the easy-going, slip-shop, small-town commerce of fifty years ago, today's mathematical approach to *Business As A Science* is an almost astronomical marvel.

Although business may be spoken of as almost a science, it is far from an exact science—and its daily, monthly and yearly variations—its cycles, its spurts and dips—make it far from easy to follow a definite business pattern, or to schedule a workable plan. Business might almost be called a science of variable factors—and our job is to "sharpen the old Eagle

Eye"—and to evolve as scientific a bit of guesswork as is humanly possible.

Merchandise control is a very high-sounding name for an orderly system of office mechanics; it's a new phrase to express the development of an old idea—nothing more or less than the regulation of your stock. Merchandise control puts at your finger tips the "vital statistics" of your business; it tells you what stock you have in the store, how much is coming next week and how much should be in a month from now. Merchandise control gives you the power to regulate operation—to change plans as the winds of business blow hot or cool.

So that we might learn more about the possibilities and limitations of this hair-trigger method of control, we have conducted endless experiments, and made countless adjustments. Just as the only lesson we learn from history is that we learn Nothing from history, so do our experiments with Merchandise control bring us to the enlightening conclusion that it is certainly a most sensitive factor—and that its study should command far greater attention than it has excited to date.

We at Fyfe's approach the control of merchandise in this way: we herd together the total pairs of shoes sold in each department, over a six-months period. Then, drawing from our experience, and judging outside conditions as best we may, we estimate what might be expected in the way of an increase or a drop in sales for the coming six months. To the six-months total we then add this estimated increase, or subtract the estimated decrease, and this new figure becomes our planned objective for sales (by pairs) for the next six months. For example, we might add some figure between 10% and 20% as a possible increase.

This planned figure for six months' sales should then be given the "ending inventory treatment" — this mythical "ending inventory" in turn being determined from past records and expected sales.

If (for instance) you operate on a January 31st inventory, your ending inventory for January 31st will be, obviously, your beginning inventory for February 1st—but until this date arrives, the beginning inventory must be estimated—and the closer you can approximate this figure, the closer you can plan your buying budget. As you approach your inventory date, the picture clarifies, and adjustments in your buying plans may be made as the opportunity presents itself.

Assuming your beginning inventory (or base stock) figure to be fairly accurate, subtract this from the total pairage of your planned objective (or expected six-months sales), add your estimated ending inventory, and you have a working plan for what is open for purchase.

Day by day we receive reports of sales (from the previous day) and adjust our records accordingly. In this way we keep a sensitive finger on the pulse of the buying public, and if we sense a retrenchment, we adjust our figures to the conservative side; if we feel a buying splurge, we in turn become bolder.

In order to obtain a clear cross section of sales, we keep tally not only on the total pairs sold, pairs arriving, pairs ordered, etc., but of sales in *(Continued on Page 49)*

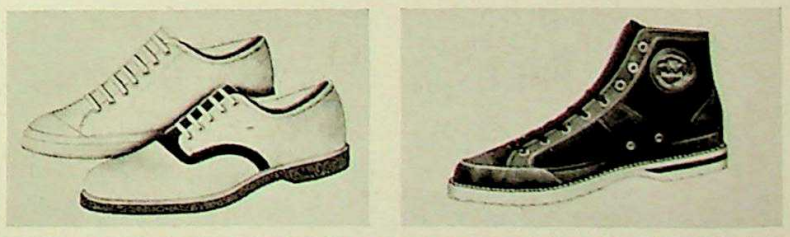
A NEW, WIDER MARKET for Canvas Shoes!

Men, women and children all want this safeguard against flat feet... and tired leg muscles

THE demand for "Posture Foundation" is sweeping the country! Cash in on this patented health feature, found in many Goodrich Sport Shoes. For this extra built-in foot-protection gives you a profitable "jump" over competition.

A national consumer advertising campaign, plus a localized sales promotion program, will help you make the most of this wonderful opportunity for *more sales* at a *greater profit.*

Boost your 1939 canvas shoe "gross" and "net" with Goodrich Sport Shoes with "Posture Foundation"!



Posture Foundation is offered in High-Cut Athletic Shoes, Oxfords, and Play Shoes.

Goodrich Sport Shoes with "POSTURE FOUNDATION"

GOODRICH FOOTWEAR, WATERTOWN, MASS.

LOOKING TOWARDS FALL

HERE are two new innovations of particular interest to retailers of men's smart footwear. The upper right illustration is of a shoe on a new last that will be known as the Halfback. It is distinctly a collegiate type of wood with a broad tread and plenty of room across the ball. This last calls for the heavy and coarser types of leather and the model illustrated is in natural finished, genuine pigskin. The football incrustation on the vamp lends interest to the origination and carries out the theme of the last design which is a creation by the United Last Company. Above is a one-strap model by John Lucey Shoe Company made on an Amsterdam last of Morrocana, a saddle tan goatskin grain by John R. Evans Company. Morrocana is a new heavy duty kid grain which is being widely sampled by originators of men's smart shoes. We present it at this time because, from present indications, it appears that leathers of this type will be in the men's fashion picture for fall.

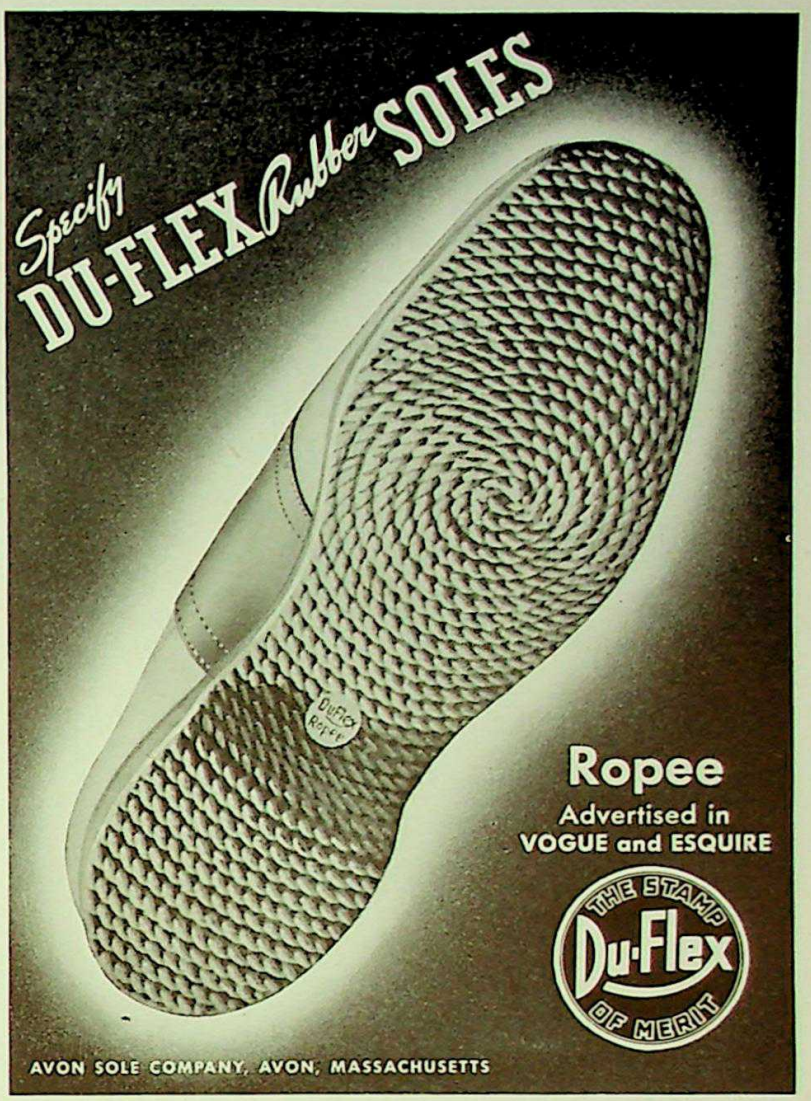
Merchandising Control

(Continued from Page 47)

dollars, sales in the different price lines, sales as divided into colors, or heel-heights, or leathers. The totaling and analysis of these various — and varying — factors give a complete, yet ever-changing, picture of our active business.

Familiarity with such records develops an ease of analysis that at first sight might appear impossible. Complete records —(the perpetual inventories)—are kept in each of our fourteen departments.

In order to properly analyze all movements of inventory so that you may push slow numbers, slow manufacturers and old stock, this perpetual inventory, or stock record is vital. These records can be segregated according to manufacturer or material, whichever seems more important to the store. Once a month, a detailed cumulative report is made, showing the fluctuation of every stock number in each department. This report would include the date of purchase, pattern by code, price, beginning inventory, the number of pairs received that month, the pairs received that season, the pairs sold for the month (and for the season), the number of pairs transferred out of the department, pairs returned to the factory, the balance on hand. *(Continued on Page 56)*



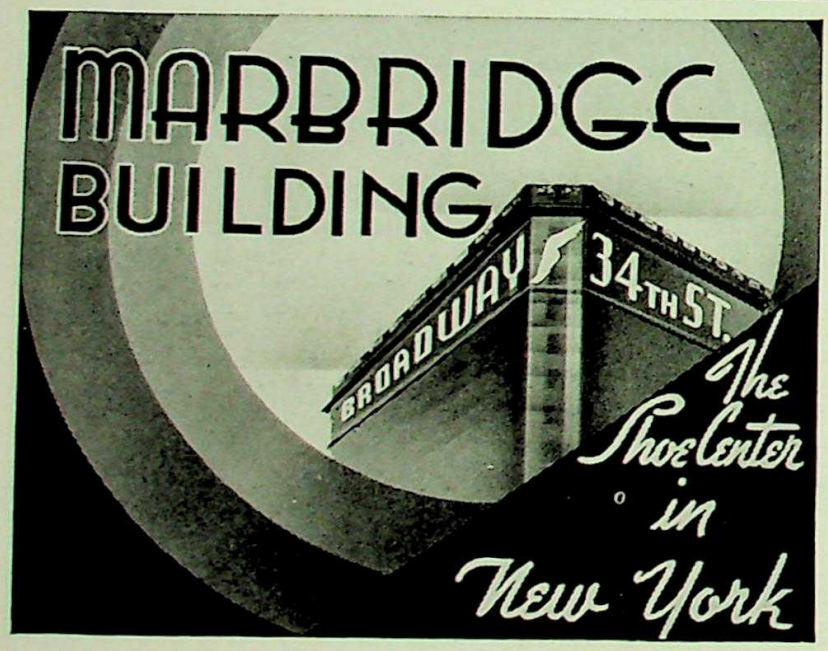
Free!

BUT HURRY *the supply is limited*

Shoe Dealers! Add to your sale of genuine Kangaroo shoes. ¶ While the supply lasts, the Kangaroo Association, 9th and Westmoreland Streets, Philadelphia, Penna., will send you, absolutely free, a handsome Pyra Glass Counter Sign, as illustrated. These signs are seven inches wide by five inches in height. ¶ Build your sales with this reminder sign. Send the name of the shoe manufacturer from whom you purchase your Kangaroo shoes and the sign is yours gratis. Write for it today.

GENUINE *Kangaroo* TANNED IN AMERICA

By the SURPASS LEATHER COMPANY
RICHARD YOUNG COMPANY
ZIEGEL EISMAN COMPANY



The Market Is Calling

all buyers—wanting the latest and best—tested by comparison.

No other shoe center gives to buyers the chance for a choice obtainable in the Marbridge Building.

When in New York — be neighborly — a welcome awaits you on every floor.

D. S. MACDONALD, *Mgr.*

47 West 34TH ST. ALSO 1328 BROADWAY **NEW YORK**

Clever Accessory Tie-Ups

IT'S a wise merchant, we think, who cautions his customer against *too many* matching accessories. CREATIVE FOOTWEAR has promoted accessory coordinations for several issues, because we know they're important from a fashion point of view. But, bear in mind, too, that the woman who is really smart, distinguished, must look uncluttered, her matching accessories picked with infinite thought and care. In the following tie-ups we have teamed two, at most three, matching accessories as focal points of interest in the chic woman's costume.

1—*SHOE AND BELT*

Consider the thought of stocking belts to tie up with your shoes, and if you want to sell your customer two belts instead of one, here's how. On the model are two seven-inch mocha sashes, in contrasting color, knotted together at the back of the neck, crossed under the bosom

and fastened at the waist in back. A whole costume in itself! Or, they may be worn surplice-fashion. And, of course, separately, as straightforward sashes. We have selected a lime-tree green and inky purple combination, but the sashes can be bought in any of the summer high shades. Criterion belts from Slote and Klein. To wear with it and matching the purple suede of the belt, we suggest a deep purple lizard sandal by Schwartz and Benjamin. Watch this fashion for matching colors, contrasting textures.

2—*SHOE AND BAG*

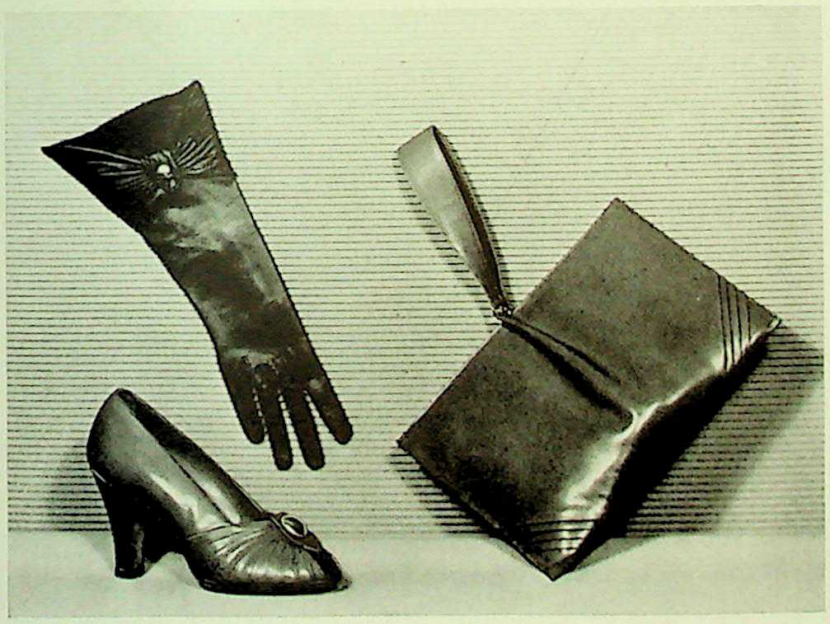
A thought to promote for summer evening wear is elasticised suede, more often thought of as a daytime ma-

terial, and used here in pastel multicolor as the perfect companion for the summer cotton evening dress. "Delphine," a Pandora Exclusive by Newton Elkin, is in soft shades of mimosa yellow, new leaf green, shocking pink and lavender. The suede leaf applique bag by Pichel picks up two colors from the shoe. Both Newton Elkin and Pichel are members of the Colordination Group—manufacturers of clothes and accessories who have banded together in a noble endeavor to preserve the retail customer's good disposition and assure her of truly matching clothes and accessories. For your information, the Colordinators are—Del Monte-Hickey, Clothes; Newton Elkin, Shoes; Leo Glass, Jewelry; Gotham Gold Stripe, Hosiery; Louis Meyers, Gloves; Pichel, Bags; Schaffer, Belts; Vogue Hats, Garfunkel Makers.

3—*FIESTA TAN*

Here is a new accessory color introduced by Saks Fifth Avenue in shoes, bags and gloves for Spring selling. It's the latest development of the tan family—a vivid glowing shade with an orange undertone.

Because of the wide acceptance of color in women's ap-



parel for summer, we find the accessory picture a veritable pageant of gaiety. There has been, however, a demand for new color not only to complement the costume for Spring but to follow through in importance for Summer in foot-

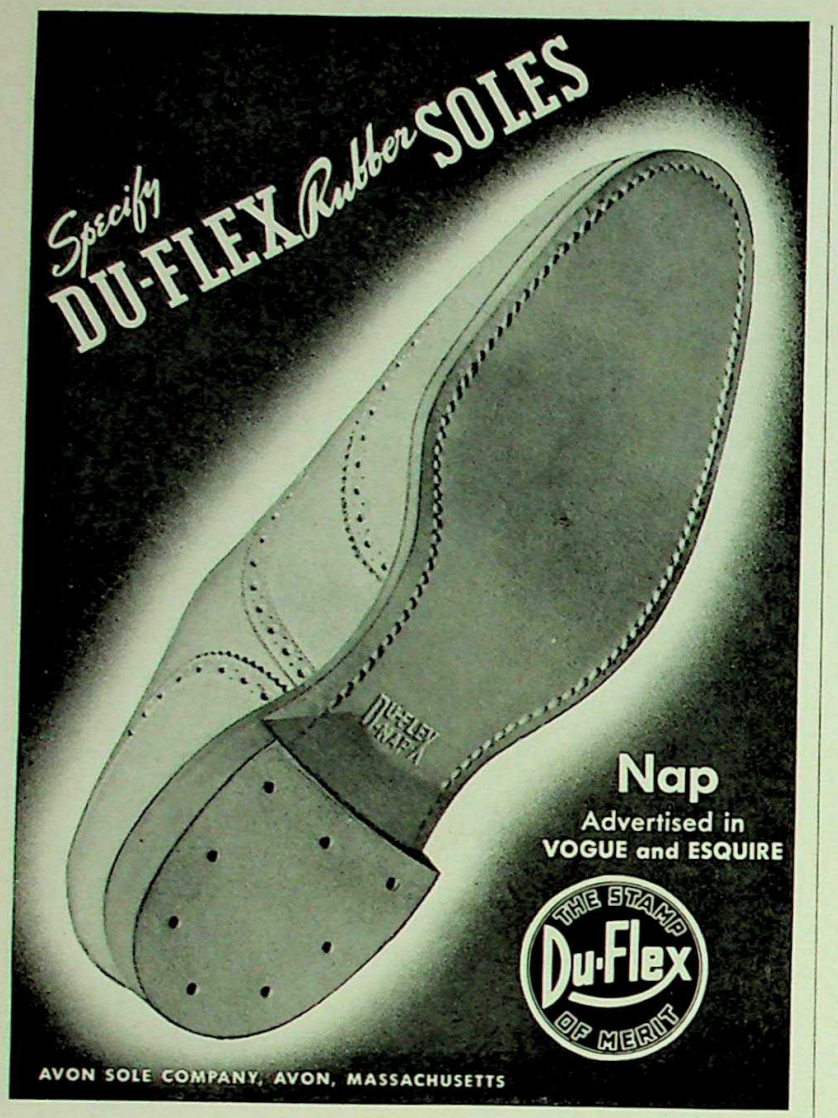
The "Spike" that made Golf Shoe History

More and more
shoe manufacturers are
using The Detachable Phillips Spike.

We make it possible for leading Retailers to sell our spikes and to service these shoes.

Write for our folder giving complete story

F. C. PHILLIPS CO. Stoughton, Mass.



SHU-SHINE spells
profits
for you
Not only
the profit on the first sale, but constantly repeating profits come from sales to satisfied customers. Users of Shu-Shine buy and buy again.
This laboratory controlled product is always uniform -- always satisfactory. It never harms leather or fabric.
Attractively packaged in a tube, bottle, jar, or a Dandee Duster with an ample profit mark-up for you. Order from your regular jobber today.
SHU-SHINE
WHITE CLEANER
A BETTER WHITE FOR CANVAS, CALF, BUCK AND KID SHOES
MANUFACTURED BY OSMIC CHEMICAL CO. BROCKTON, MASS. U.S.A.
OSMIC CHEMICAL COMPANY
BROCKTON, MASS.
Tailor Made for the Shoe Trade

wear and accessories. FIESTA TAN—newest and most beautiful in the color spectrum, is the color—correct and fashion wise. In all-over effects it adds a new note of contrast and flattery to the Spring and Summer costumes. As a treatment on White shoes, it can be worn strikingly with the all-White and Pastel costumes so prevalent in the Summer fashion picture. This exquisite color is styled in shoes from the casual street types to the informal dressy-types.

Bags, belts and gloves are also created in FIESTA TAN in both smooth calf and reptile prints to complete the accessory tie-up. The shoes are Saks-La Valle, the leather is Ohio's 566.

Webs of Leather

REMEMBER when punched-through shoes first became popular, and the arguments as to whether they'd stand the gaff? That was some ten years ago, and ever since the trend has been toward more punch, less shoe. And today leather shoes have taken on a new appearance, they look like lace, or like mesh, cool, lovely for summer, and completely practical.

"*Renaissance Lace*" is the name that Laird Schober has

given to this exclusive cut-out design (left, above), which runs through a whole series of summer shoes. This open-heeled pump is called *Niobex*.

"*Mesh, Not Mush*" is Avon's answer concerning the material of the shoe to the right—patent leather covered with small square cut-outs that resemble the pattern of a mesh. The leather is covered with strips of braiding. Couldn't be cooler, couldn't be sturdier.

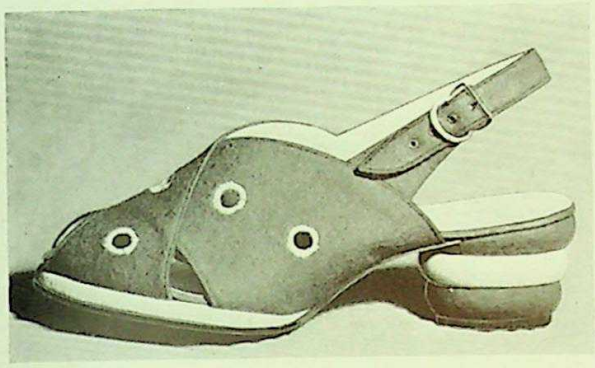
Restrictions Continue on Waldorf Rooms

THE Tanners' Council through its Secretary, J. L. Nelson, makes the following announcement with respect to exhibits by others than its members at the Official Opening of American Leathers:

"The restrictions placed on rooms at the Waldorf-

Astoria during the Leather Show, whereby they are to be used for sleeping purposes only, will be continued at the time of the next Official Opening of American Leathers on March 27-28, 1939. This decision was reached after it was ascertained that the new plan proved to be to the mutual advantage of tanners, shoe manufacturers and allied trades.

"Members of the allied trades who desire to exhibit their products at the time of the Official Leather Opening, are advised to utilize the facilities provided by the Allied Shoe Products Show in the Belmont-Plaza Hotel. The displays of allied products shown under the auspices of a central management are more easily accessible to visiting shoe manufacturers and have, we believe, proved to be advantageous to all concerned."



Felt Shoes Re-Enter The Picture

THERE'S a revival of interest in felt as a shoe material. Two contributing causes are, the great interest in color this season (felt takes lovely colors), and the fact that shoe patterns are so open that a felt shoe will not be too warm for summer. The henna and white sandal photographed was developed by Restful Footwear Co.

Women's Shoe And Leather Colors For Fall 1939

EIGHT colors for women's shoes, consisting of seven new and one repeated shade, have been chosen for Fall 1939 by the joint committee of tanners, shoe manufacturers and retailers, in cooperation with the Textile Color Card Association, it was recently announced by Margaret Hayden Rorke, managing director of the color organization. Confidential advance swatches have been issued to the Association's members in the shoe and leather industry.

The seven new colors are:

French Cognac, a golden brandy shade
Portbrown, a reddish wine brown
Bordeaux Rouge, a sparkling red wine
Harvest Wine, a deep grape or purplish wine
Red Henna, a lively reddish rust
Burnt Toast, a tawny earth shade
Fairway Green, a clear true green

In addition to the above, Parisian Blue, the lighter-than-navy tone, is repeated from the spring card.

The Sandal that made Mexico Famous
Will Prove Itself a Famously
Good Profit Maker for you
At the New Low Price of

$21.00 per dozen, Wholesale (Tan Steerhide)
$19.20 per dozen, Wholesale (White Leather)

Carried in stock for immediate delivery in all sizes for men and women.

Every conceivable type of sandal is now called a "Huarache", but this sturdy STEERHIDE sandal from Oaxaca is the real Huarache, the kind that Indians weave for Indians and the kind that will require no introduction to your trade. They have already seen them advertised in VOGUE, ESQUIRE, and other magazines at $3.75 per pair.

In natural beige leather (STEERHIDE) or in pure white leather as pictured above.

The OLD MEXICO SHOP
SANTA FE -- NEW MEXICO

"CREATIVE FOOTWEAR"

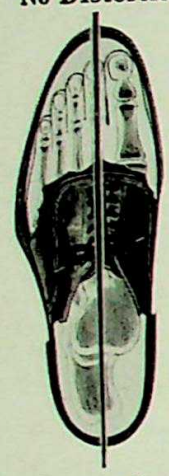
Get Acquainted with Features that Mean Comfort and Satisfied Customers

Foot-Joy

REG. U. S. PAT. OFFICE

"The Shoe that's Different"

A Normal Foot within a Foot-Joy Shoe. No Distortion.



The straight red line, running from heel to toe, marks the AXIS of EVERY HUMAN FOOT

It is also the axis of a Foot-Joy shoe.

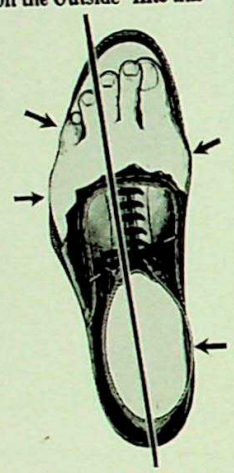
Note the UNCROWDED BONES comfortably resting in perfect alignment within the shoe - the only position in which they can support the weight of the body and function as Nature intended.

This Looks Exaggerated. But it is not!

The axis of the ordinary shoe, instead of following the straight line of the foot, TURNS AWAY FROM IT, as shown here by the dotted line

Cut away the upper part of the shoe, and the foot will not remain IN THE SHOE at all, but will naturally follow its own axis, as shown by the straight red line from heel to toe

Look down at Your Own Foot. See how it runs over on the Outside - like this



SEE THE ARROWS - Your foot is trying to get support from an improper foundation

IT ROLLS FROM ONE SIDE TO THE OTHER.

There is PRESSURE against the TOES cramped in an unnatural position - looseness at the heel.

Corns, bunions, hammer toes, Morton's Toe, flat foot, aches and pains are some of the troubles that follow

ALL FOOT-JOY SHOES ARE MANUFACTURED UNDER A PATENTED PROCESS U. S. PAT. 1,977,568

THE FOOT-JOY CHART SIMPLIFIES THE SELLING OF FOOT-JOY SHOES

The chart offers an opportunity to assist the dealer in convincing the consumer as to the proper type of footwear. It is an idea that breaks down sales resistance and results in a greater number of pairs of Foot-Joy shoes being sold.

Send for this chart and information on how we are servicing dealers with a complete line of stylish, correct-fitting Foot-Joy shoes.

Our illustrated catalog makes it easy to select the proper styles for the discriminating individual in your community.

Regardless of the size of orders they are shipped promptly.

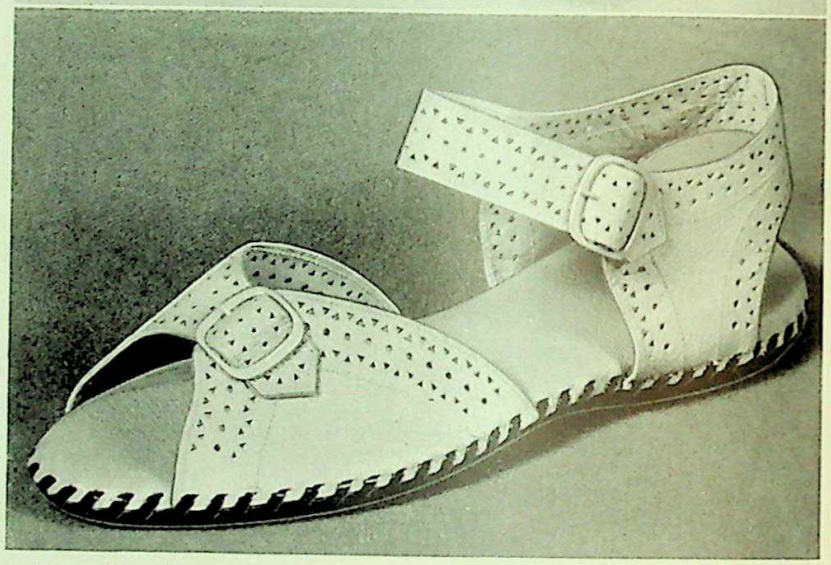
STYLES STOCKED
SIZES 5 to 14
WIDTHS AAA to F

SEND FOR CATALOGUE

FIELD and FLINT CO.

BOOTMAKERS TO GENTLEMEN SINCE 1857

BROCKTON MASSACHUSETTS



Top—The Klomp, by Winthrop, unlined, flexible counter, rocker bottom last, Dutch heel, one piece upper construction, two eyelet with leather lacing thong.

Center—House of Crosy Square model, walled toe, medium shade tan, solid leather sole and heel, modified rocker bottom last.

Bottom—Pigskin sandal by Daniel Green Company. Has an intriguing leather laced sole in contrasting color. Vamp and ankle straps adjustable. This model also in black, luggage tan and white has had wide acceptance at southern lounging resorts.

Men's Shoe Colors For Fall 1939

NINE colors for men's shoes have been adopted for Fall 1939 by the joint committee of tanners, shoe manufacturers and retailers in collaboration with the Textile Color Card Association. Advance clippings of these colors have been sent out to the Association's members in the shoe and leather industry.

The four new shades are Bracken Tan, Britain Brown, French Cognac and Barolo, the latter a wine brown.

The five repeated colors are Cordo, Pheasant Tan, York-tan, Scotch Brown and Tanwood.

The "Jug," new waterproof construction, golf shoe designed for Harold "Jug" McSpaden internationally known golf champion by Field & Flint. It is of white buck with Tartan Grain trim by Gallun. Carries solid leather treated "spiked" sole and heel.

A new pattern on the Town Lounger, the now popular sensation in light weight sport and lounge shoes that Creative Footwear predicted in September would have wide acceptance as a spring and summer shoe. In white buck and smooth calf trim. Created by Stan Drake, C. H. Alden Co.

A new golf shoe on a specially designed last. Carries a light steel plate (as illustrated) which is fitted between the innersole and the outersole through which the spike receptacles are securely fastened. Spikes are held firmly in position at all times. Waterproof upper and sole which possesses an unusual amount of flexibility. Designed by the Old Colony Shoe Co.

HERE IS THE TRUE MEANING OF "Non-Slip"
Probably the most abused word in advertising circles, "Non-Slip" finds its honest and sincere interpretation in the Sperry Top-Sider sole. For only in Top-Siders does the wearer receive complete assurance of positive footing on any surface-from a drenched heeling deck to a fast badminton or squash court.
The Top-Sider sole is unique in design—certain in operation. It presents a smooth, velvet walking surface when relaxed—is non-marking and self-cleaning. In action, thousands of wave-like grippers open up and bug the trickiest under-footing . . . Top-Siders are now featured on Canvas Oxfords, genuine leather Moccasins, Fishing and Yachting Boots, and Industrial Footwear. Write for complete details.
THE SPERRY SHOE COMPANY
252-A Park Street New Haven, Conn.
TOP SIDER
SAFETY FOOTWEAR

Merchandising Control

(Continued from Page 49)

and the balance on order. A system of stock numbers can be devised so as to appear on the report numerically, which automatically groups them according to their manufacturer, material and color, thus giving a combined manufacturer and material report. The price report is also compiled from this information.

In order to assemble this record it is necessary first to create a work-sheet listing all of the active stock numbers—and on this sheet the sales are recorded daily, from sales-checks or tissues. Credits, refunds, debit memos, and transfers are treated in the same manner. When new merchandise is received, it should be checked on receiving sheets, and the information transferred to the same work sheets, by number. Analysis of information provided by these stock-reports results in better turn-over, and a better control of stock, with a lessened risk of being loaded with obsolete merchandise.

Before concluding, I should like to mention a final relic of "trading-post days":—the theory that the bulk of new merchandise should be in stock at the beginning of a new season. In rare cases this may hold, but a system that allows fresh stock to filter into the inventory at the psychological moment (to replace shoes actually sold) permits a buyer to exercise his "second guess"—and to profit by the experience already gained up to that point of the season. Judgment seems always to be more keen and accurate after a season is under way, than before it starts. This filtration system allows a buyer to emphasize fast-selling shoes and to eliminate slow numbers.

Last, but not least—('tho many of us have come to consider it beneath attention) is the matter of specifying delivery dates on merchandise from manufacturers. This small item is really vital for the successful operation of our Merchandise control plan. The term "at once" is far too elastic; it may be considered as any conceivable date, between now and Thanksgiving Day, and still be legal. If you need merchandise April first, specify it as due APRIL FIRST. Such an order clarifies any doubt, and gives you a far more secure basis for understanding with your manufacturer.

A new waterproof golf shoe by E. T. Wright & Co., featuring a patented piano felt lined tongue and quarter as illustrated.

"SPECIFY US NEWFLEX PIGSKIN NEXT TIME"

"If 1 or 2c more per pair,
We justify the cost already.
We add a dollar's extra wear
And keep repeat sales steady."

INNERSOLES • COUNTERS • WELTING
EDGAR S. KIEFER TANNING CO.
223 W. Lake St., Chicago • Tanneries: Grand Rapids, Mich.

RIDING BOOTS

For MEN, WOMEN and CHILDREN — also JODHPURS — and FIELD BOOTS IN STOCK

Connell Boots also carried in Stock at Metropolitan Shoe Sales, Marbridge Bldg., New York City.

J. M. CONNELL SHOE CO.
SOUTH BRAINTREE MASS.

Professional
BOWLING SHOES
PRICE

Men's Bal	Men's Oxford	Women's Oxford
$2.55	$2.50	$2.25

Combination Soles
RIGHT FOOT
Rubber Sole
Rubber Heel
LEFT FOOT
Buckskin Sole
Rubber Heel

No. 240

BROOKS SHOE MFG. CO.
Swanson & Ritner Sts., Philadelphia

Shoes — an Integral Part

(Continued from Page 45)

bottier in henna brown antelope, with an almost separate quarter from the simple anklet which is an extension of the strapping of the forefoot. Schiaparelli uses a similar sandal of Chinese inspiration to accompany her evening dresses of the same character, in pink and gold kid.

A word must be said about the flat heeled, cutout walking shoes which Paquin featured in glazed kid, antelope and light weight calf. A slotted vamp was featured with large, half moon cutouts which edged the sole from the point of the tip back to the low, but slightly shaped heel. This style recalled the shoes of the regency.

Word from Florence and Rome emphasizes the fact that Italian bottiers have gone in for a riot of color. The outstanding note is the combination of a bright navy and red for day wear, striped in almost equal parts and in every imaginable shape. Here wedge and almond shaped wedged and olive stone heels are still popular, although they have almost disappeared from the Paris market. When asked to repeat these shoes in black or a plain color, the bottiers insist that they must be done in two contrasting leathers, to keep the style of the shoe from the conservatives who do not care for bright colors.

Coming Trade Events

MARCH 26-28, 1939

Allied Shoe Products and Style Exhibit, Hotel Belmont-Plaza, New York, N. Y.

MARCH 27-28, 1939

Official opening of American Leather and Style Conference for Fall, 1939, Waldorf-Astoria, New York, N. Y.

MAY 9-10, 1939

Fall Showing of Shoe Fashion Guild, Hotel Biltmore, New York.

MAY 21-22, 1939

Annual Convention Illinois Shoe Retailers and Shoe Travelers, Pere Marquette Hotel, Peoria, Ill.

MAY 28-31, 1939

Southwestern Shoe Travelers' Association Style Show and Market Season, Adolphus Hotel, Dallas, Texas.

JUNE 5-8, 1939

Twentieth Annual Boston Shoe Fair, sponsored by New England Shoe and Leather Association, Hotels Statler and Copley-Plaza, Boston, Mass.

JUNE 11-13, 1939

Midwest Shoe Fair, Netherland Plaza Hotel, Cincinnati, Ohio.

JUNE 12-14, 1939

Annual Convention California Shoe Retailers' Asso., Hotel Baltimore, Los Angeles, Cal.

JUNE 18-20, 1939

Wisconsin Shoe Travelers' Association Shoe Show.

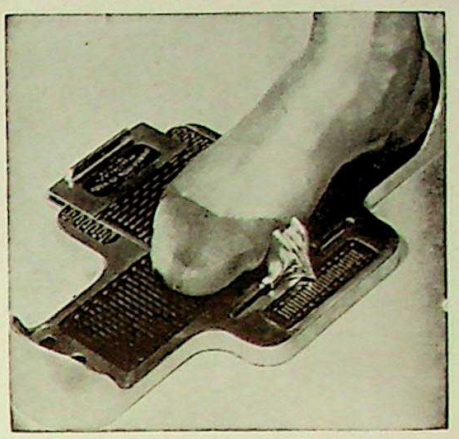
JULY 9-11, 1939

Pennsylvania Shoe Travelers' Association Shoe Show and Convention, William Penn Hotel, Pittsburgh, Pa.

SEPTEMBER 18-19, 1939

Official opening of American Leather and Style Conference for Spring 1940, Waldorf-Astoria, New York, N. Y.

The Brannock Device



Makes Profits and Builds Repeat Business for You

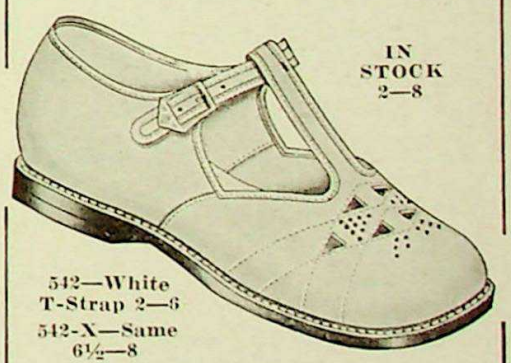
Customers like to come to the store that has a reputation for fitting shoes correctly. You can have that reputation and step ahead of competition by insuring an accurate fit for every pair of shoes you sell.

Write for folders and list of shoe factories offering the Brannock System at special cooperative prices.

THE BRANNOCK DEVICE CO.
SYRACUSE, N. Y.

ELAM'S
Pre-Welts

Shoes of Quality and Excellent Fitting You May Sell Mothers with ALL CONFIDENCE.



All Styles IN STOCK
Send for Spring Catalogue

F. S. ELAM SHOE CO.
1500 Clinton Avenue North
Rochester, N. Y.

New York: 439 Marbridge Bldg.
Chicago: Harper & Kirschten Shoe Co.
Boston: Lane Brothers.
Los Angeles: Boston Shoe Co.
New Orleans: B. Rosenberg & Sons.
Cleveland: Krohngold Shoe Co.

• Your customers will like the modern style and comfort of Howell Chromsteel. You'll like the way it looks and wears. Write for Catalog of Shoe Store Equipment now.

$1.00 HANDBAGS

Get Ready For Your Easter Business

Now featuring PATENT BAGS, also Calf Grains in all the leading spring colors.
We carry the largest stock in the Middle West for immediate delivery.

Write for our sample selection of 24 styles.

MAX KRILOFF 326 W. Adams St. Chicago, Ill.

Check and Double Check

CREATIVE FOOTWEAR has been making spring forecasts ever since last November. Enough shoes have now been bought and sold to furnish a check-up. So we are presenting a check and double check list. The fashions that are double-checked are the big things, the things that no store can be without for Easter business. The single checks are fashions that are less important, but still authentic.

√√ Patent Leather (See Creative Footwear's Promotion for January, in the December issue, p. 28. See also "Size Ten Can Wear Patents This Year" in the February issue, p. 14).

√√ Elasticized Materials (See page 14, February issue, also "Cool All Over," p. 34, November issue).

√√ Novel Shapes in Heels (See "Heels Head Up New Fashions" in the January issue, p. 33. "Hail the Haughty Heel," p. 30, February issue).

√√ Very Open Shoes (See February issue, p. 14-15).

√ Meshes (See the proportion of the month for March, in the February issue. See also on page 16 of that issue "Meshes and Gabardine").

√ Platforms (See November issue, p. 20, "Platforms and Puffed Leather Trimmings").

√ Alligator (See February issue, p. 17, "Reptiles Slither In").

√ Navy Blue
√ Japonica and other shades of tan
√ Cranberry & Wine
√ Caramel and Beige
√ Bright Colors

} See Color Summary in the February issue, p. 13.

NEW 1939

Pocket Directory of Shoe Manufacturers

Leather Bound—300 Pages

Gives names of Buyers, Superintendents, Officials, etc.
Types of Shoes Manufactured
Capacity of Factories
Capitalization
Days Salesmen are seen
Telephone Numbers, etc.

$3.00 *Per Copy*

SHOE AND LEATHER REPORTER
210 Lincoln St., Boston, Mass.

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THE X-RAY RACKET—A MENACE TO HEALTH
Physical Culture
Esquire
THE MAGAZINE FOR MEN
ARTICLES
ANOTHER STYLE STUNNER BY RACINE
Wahoo!
Wake up your winter-weary dogs with a couple of Wahoos! Infuse your feet with the spirit of spring. Get miles and miles of comfort-wear, for business, sport or street. With crepe sole: White elk, No. 277. Natural Russet calf, No. 280. Natural Russet with brown lace vamp (shown), No. 281. You want 'um . . . get 'um at Dealer or send wampum (only 5 bucks).
HOLLAND-RACINE SHOES INC.
Dept. 169-C, Racine, Wisconsin Division
Want the Wahoo in leather sole and heel? Then ask for Style No. 278, White Elk. No. 279, all Natural Russet calf. No. 283 (shown), Natural Russet calf with brown lace vamp.
THE Racine SHOE Since 1902
$5
Other Styles $4.00 to $10.50
Racine Shoes
PACESETTERS IN MEN'S FOOTWEAR

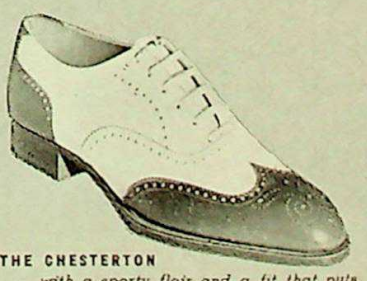
Again "ESKY" and the team GO TO BAT FOR RACINE

* © 1939 by Esquire Coronet, Inc.

Up to the plate goes "Esky," March issue, to whack out into the field of fashion another great style hit by Racine. On deck stand his teammates, Collier's and Physical Culture, ready to run up a big score of sales for Racine Shoe merchants. Style and comfort-conscious men just naturally "go" for Racine Shoes. They're the last word in fit and fashion. Get into the "grandstand". . . see for yourself what thousands of Racine Shoe merchants are cheering about. Write today for Racine's profitable 1939 proposition.

Other style starters you should stock

THE SAUNTEREES
. . . with white elastic gore for carefree comfort. Uppers of Brown Calf and White Nubuck. They're also available in all Black or all Tan. Style No. 150 . . . . . $5.00



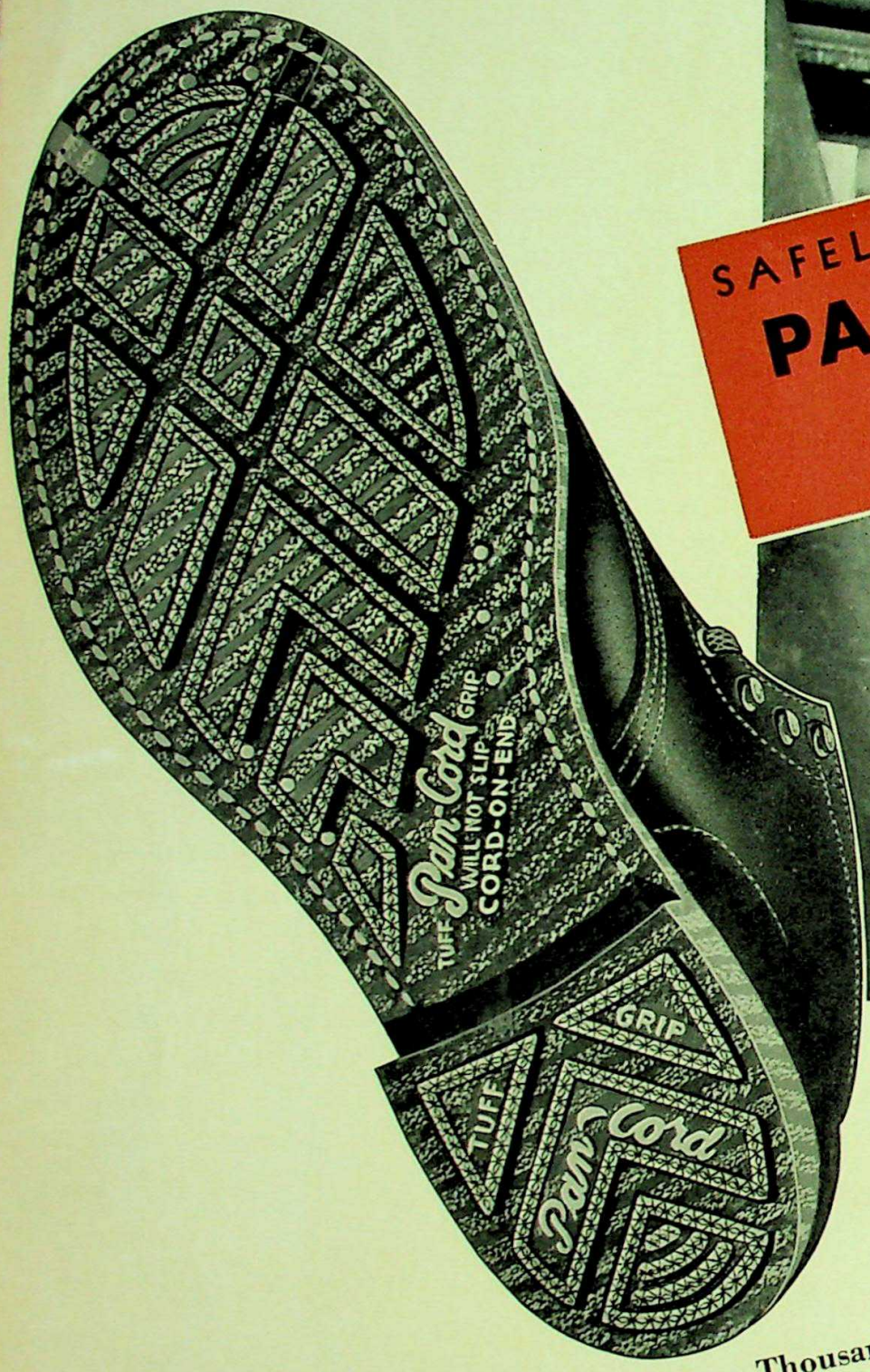
THE CHESTERTON
. . . with a sporty flair and a fit that puts any man's feet at ease. Uppers in Brown Calf and Genuine White Buck. Proven popularity. Style No. 173 . . . . . $5.00

THE BREEZYBOY
. . . with generous size vents for foot "air-conditioning." In Brown Calf and Genuine White Buck, Style No. 105. In Black Calf with White Buck, Style No. 106 . . $5.00

THE WAVERLY
. . . fashioned to fit every occasion under the sun. Bound for a great career among young and old alike. Uppers of Genuine White Buck. Style No. 114 . . . . . $5.00

HOLLAND - RACINE SHOES, INC. • RACINE WISCONSIN DIVISION

WORKING FEET



SAFELY SHOD WITH
PAN-CORD
CORD-ON-END
SOLES

When specifying work shoe soles, bear in mind the fact that *cord on end* soles are superior to all other forms of cord sole construction. Thousands of cord *ends* give them a firmer grip on slippery surfaces—make them wear longer—make them impervious to moisture. In Pan Cords, you have the exclusive looped cord-on-end sole construction—resulting in soles that deliver on every point—that make satisfied customers.

"Making New Records for Long Wear"

A magnified cross-section of the original loop cord-on end sole.
Fully protected by Patent Number 1,935,519

PANTHER PANCO. CO. CHELSEA, MASS.

PAN CORD CORD-ON-EN
Safety Soles